

Logon

\*\*\* It is now 2/14/09 5:25:40 PM \*\*\*

## Welcome to DialogLink - Version 5

### Revolutionize the Way You Work!

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- Derwent World Patents Index First View (File 331)
- Derwent World Patents Index (File 351)
- Derwent World Patents Index (File 350)
- Ei EnCompassPat (File 353)
- European Patents Fulltext (File 348)
- French Patents (File 371)
- German Patents Fulltext (File 324)
- IMS Patent Focus (File 447, 947)
- INPADOC/Family and Legal Status (File 345)
- JAPIO - Patent Abstracts of Japan (File 347)
- LitAlert (File 670)
- U.S. Patents Fulltext (1971-1975) (File 652)

- U.S. Patents Fulltext (1976-present) (File 654)
- WIPO/PCT Patents Fulltext (File 349)
- TRADEMARKSCAN - U.S. Federal (File 226)

#### DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Off Line

\* \* \*

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS00404155

? B 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583, 65, 2, 347, 348, 349, 474, 475, 99, 256, 635, 570, PAPERSMJ, PAPERSEU, 47

>>>W: 476 does not exist

1 of the specified files is not available

[File 15] ABI/Inform(R) 1971-2009/Feb 12

(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 9] Business & Industry(R) Jul/1994-2009/Feb 13

(c) 2009 Gale/Cengage. All rights reserved.

[File 610] Business Wire 1999-2009/Feb 14

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*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire . All rights reserved.

[File 275] Gale Group Computer DB(TM) 1983-2009/Jan 22  
(c) 2009 Gale/Cengage. All rights reserved.

[File 624] McGraw-Hill Publications 1985-2009/Feb 13  
(c) 2009 McGraw-Hill Co. Inc. All rights reserved.

[File 621] Gale Group New Prod. Annou.(R) 1985-2009/Jan 13  
(c) 2009 Gale/Cengage. All rights reserved.

[File 636] Gale Group Newsletter DB(TM) 1987-2009/Jan 26  
(c) 2009 Gale/Cengage. All rights reserved.

[File 613] PR Newswire 1999-2009/Feb 14  
(c) 2009 PR Newswire Association Inc. All rights reserved.

*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 16] Gale Group PROMT(R) 1990-2009/Jan 26  
(c) 2009 Gale/Cengage. All rights reserved.

[File 160] Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group. All rights reserved.

[File 634] San Jose Mercury Jun 1985-2009/Feb 11  
(c) 2009 San Jose Mercury News. All rights reserved.

[File 148] Gale Group Trade & Industry DB 1976-2009/Feb 03  
(c) 2009 Gale/Cengage. All rights reserved.  
*\*File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 20] Dialog Global Reporter 1997-2009/Feb 14  
(c) 2009 Dialog. All rights reserved.

[File 35] Dissertation Abs Online 1861-2009/Jan  
(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 Gale/Cengage. All rights reserved.  
*\*File 583: This file is no longer updating as of 12-13-2002.*

[File 65] Inside Conferences 1993-2009/Feb 12  
(c) 2009 BLDSC all rts. reserv. All rights reserved.

[File 2] INSPEC 1898-2009/Feb W2  
(c) 2009 Institution of Electrical Engineers. All rights reserved.  
*\*File 2: Despite the gap in 2009 updates, the file is complete.*

[File 347] JAPIO Dec 1976-2008/Aug(Updated 081208)  
(c) 2008 JPO & JAPIO. All rights reserved.

[File 348] EUROPEAN PATENTS 1978-200906  
(c) 2009 European Patent Office. All rights reserved.

[File 349] PCT FULLTEXT 1979-2009/UB=20090108|UT=20090101  
(c) 2009 WIPO/Thomson. All rights reserved.

[File 474] New York Times Abs 1969-2009/Feb 13  
(c) 2009 The New York Times. All rights reserved.

[File 475] Wall Street Journal Abs 1973-2009/Feb 13  
(c) 2009 The New York Times. All rights reserved.

[File 99] Wilson Appl. Sci & Tech Abs 1983-2009/Dec  
(c) 2009 The HW Wilson Co. All rights reserved.

[File 256] TecInfoSource 82-2009/Mar  
(c) 2009 Info.Sources Inc. All rights reserved.

[File 635] Business Dateline(R) 1985-2009/Feb 14  
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[File 570] Gale Group MARS(R) 1984-2009/Jan 26  
(c) 2009 Gale/Cengage. All rights reserved.

[File 387] The Denver Post 1994-2009/Feb 13  
(c) 2009 Denver Post. All rights reserved.

[File 471] New York Times Fulltext 1980-2009/Feb 13  
(c) 2009 The New York Times. All rights reserved.

[File 492] Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers. All rights reserved.

*\*File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] St LouisPost-Dispatch 1988-2009/Feb 13  
(c) 2009 St Louis Post-Dispatch. All rights reserved.

[File 631] Boston Globe 1980-2009/Feb 12  
(c) 2009 Boston Globe. All rights reserved.

[File 633] Phil.Inquirer 1983-2009/Feb 13  
(c) 2009 Philadelphia Newspapers Inc. All rights reserved.

[File 638] Newsday/New York Newsday 1987-2009/Feb 13  
(c) 2009 Newsday Inc. All rights reserved.

[File 640] San Francisco Chronicle 1988-2009/Feb 13  
(c) 2009 Chronicle Publ. Co. All rights reserved.

[File 641] Rocky Mountain News Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News. All rights reserved.

[File 702] Miami Herald 1983-2009/Feb 14  
(c) 2009 The Miami Herald Publishing Co. All rights reserved.

[File 703] USA Today 1989-2009/Feb 12  
(c) 2009 USA Today. All rights reserved.

[File 704] (Portland)The Oregonian 1989-2009/Feb 13  
(c) 2009 The Oregonian. All rights reserved.

[File 713] Atlanta J/Const. 1989-2008/Dec 28  
(c) 2009 Atlanta Newspapers. All rights reserved.

[File 714] (Baltimore) The Sun 1990-2009/Feb 12  
(c) 2009 Baltimore Sun. All rights reserved.

[File 715] Christian Sci.Mon. 1989-2009/Feb 13  
(c) 2009 Christian Science Monitor. All rights reserved.

[File 725] (Cleveland)Plain Dealer Aug 1991-2009/Feb 12  
(c) 2009 The Plain Dealer. All rights reserved.

[File 735] St. Petersburg Times 1989- 2009/Feb 11  
(c) 2009 St. Petersburg Times. All rights reserved.

[File 477] Irish Times 1999-2009/Feb 14  
(c) 2009 Irish Times. All rights reserved.

[File 710] Times/Sun.Times(London) Jun 1988-2009/Jan 15  
(c) 2009 Times Newspapers. All rights reserved.

[File 711] Independent(London) Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC. All rights reserved.

*\*File 711: This file does not update. See NewsRoom for full daily coverage from many European sources.*

[File 756] Daily/Sunday Telegraph 2000-2009/Feb 13  
(c) 2009 Telegraph Group. All rights reserved.

[File 757] Mirror Publications/Independent Newspapers 2000-2009/Feb 14  
(c) 2009. All rights reserved.

[File 47] Gale Group Magazine DB(TM) 1959-2009/Feb 06  
(c) 2009 Gale/Cengage. All rights reserved.

? s pd<19991004

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>>>W: One or more prefixes are unsupported

or undefined in one or more files.

S1 67042274 S PD<19991004

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AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR  
SUBSIDISATIONS OR SUPPLEMENT???) and (clos??? or GAP OR SPREAD OR DIFFERENCE OR  
DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

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negotiation or negotiations or CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR  
DIFFERENCES OR SPREADS OR DIFFERENTIALS)

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1497660	AUCTION???
4324980	BID
369203	BIDDER
416170	BIDDERS
883898	BIDDING
11158413	DEAL
5538523	NEGOTIAT????
1215431	SUBSID???
7907711	SUBSIDI????
15699	SUBSIDIZATION
135	SUBSIDIZATIONS
6872	SUBSIDISATION
22	SUBSIDISATIONS
2466515	SUPPLEMENT???
12609540	PURCHAS???
6507664	TRANSACTION??
11158413	DEAL
2948258	DEALS
601304	NEGOTIATION
2655916	NEGOTIATIONS
26203071	CLOS???
2555960	GAP
3026054	SPREAD
5104976	DIFFERENCE
980005	DIFFERENTIAL
2673476	DIFFERENCES
456390	SPREADS
99100	DIFFERENTIALS

S2      602997    S S1 AND (AUCTION???

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SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS???

DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS???

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NEGOTIAT????) (5n) (SUBSID???

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67042274 S1

1497660 AUCTION???

4324980 BID

369203 BIDDER

416170 BIDDERS

883898 BIDDING

11158413 DEAL

5538523 NEGOTIAT????

1215431 SUBSID???

7907711 SUBSIDI????

15699 SUBSIDIZATION

135 SUBSIDIZATIONS

6872 SUBSIDISATION

22 SUBSIDISATIONS

2466515 SUPPLEMENT???

69914 ((((((AUCTION???

OR BID) OR BIDDER) OR BIDDERS) OR BIDDING) OR DEAL) OR

NEGOTIAT????) (5N) ((((((SUBSID???

OR SUBSIDI????) OR SUBSIDIZATION) OR SUBSIDIZATIONS) OR

SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???)

12609540 PURCHAS???

6507664 TRANSACTION??

11158413 DEAL

2948258 DEALS



601304	NEGOTIATION
2655916	NEGOTIATIONS
26203071	CLOS???
2555960	GAP
3026054	SPREAD
5104976	DIFFERENCE
980005	DIFFERENTIAL
2673476	DIFFERENCES
456390	SPREADS
99100	DIFFERENTIALS

S3        21933    S S1 AND ((AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) (5N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) ) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

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67042274	S1
1215431	SUBSID???
7907711	SUBSIDI????
15699	SUBSIDIZATION
135	SUBSIDIZATIONS
6872	SUBSIDISATION
22	SUBSIDISATIONS

2466515 SUPPLEMENT???

12609540 PURCHAS???

6507664 TRANSACTION??

11158413 DEAL

2948258 DEALS

601304 NEGOTIATION

2655916 NEGOTIATIONS

26203071 CLOS???

2555960 GAP

3026054 SPREAD

5104976 DIFFERENCE

980005 DIFFERENTIAL

2673476 DIFFERENCES

456390 SPREADS

99100 DIFFERENTIALS

226584 ((((((SUBSID??? OR SUBSIDI????) OR SUBSIDIZATION) OR SUBSIDIZATIONS) OR SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???) (5N) (((((((((((PURCHAS??? OR TRANSACTION??) OR DEAL) OR DEALS) OR NEGOTIATION) OR NEGOTIATIONS) OR CLOS???) OR GAP) OR SPREAD) OR DIFFERENCE) OR DIFFERENTIAL) OR DIFFERENCES) OR SPREADS) OR DIFFERENTIALS)

S4 86495 S S1 AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

? S S1 AND (auction??? or bidding) and ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (third(w) (party or parties)))

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67042274 S1

1497660 AUCTION???

883898 BIDDING

1215431 SUBSID???

7907711 SUBSIDI????

15699 SUBSIDIZATION  
 135 SUBSIDIZATIONS  
 6872 SUBSIDISATION  
 22 SUBSIDISATIONS  
 2466515 SUPPLEMENT???  
 17394326 THIRD  
 11019045 PARTY  
 7813269 PARTIES

8384 ((((((SUBSID??? OR SUBSIDI????) OR SUBSIDIZATION) OR SUBSIDIZATIONS) OR  
 SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???) (5N)THIRD(W) (PARTY OR PARTIES)

S5 42 S S1 AND (AUCTION??? OR BIDDING) AND ((SUBSID??? OR SUBSIDI???? OR  
 SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR  
 SUPPLEMENT???) (5N) (THIRD(W) (PARTY OR PARTIES)))

? rd

>>>W: Duplicate detection is not supported for File 347.

Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Records from unsupported files will be retained in the RD set.

S6 34 RD (UNIQUE ITEMS)

? t s6/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

6/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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02036847 45984119

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Breaking up is hard to do: Avoid the solvency-related pitfalls in spinoff transactions

Word Count: 40992 Length: 73 Pages

Feb 1999

Geographic Names: United States; US

Descriptors: Spinoffs; Solvency; Fiduciary liability; Duty of care; Federal court decisions; Theory; Corporate veil;  
 Legislation

Classification Codes: 9190 (CN=United States); 2320 (CN=Organizational structure); 4300 (CN=Law)

Print Media ID: 14891

6/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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01523173 01-74161

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

The fifty best deals of 1997

Word Count: 4876 Length: 2 Pages

Sep 1997

Descriptors: Ratings & rankings; Capital markets; International finance; Emerging markets; Many countries

Classification Codes: 3400 (CN=Investment analysis); 9180 (CN=International)

6/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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01318561 99-67957

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

Collections in the United States

Word Count: 1592 Length: 2 Pages

Jul/Aug 1996

Geographic Names: US

Descriptors: Judicial process; Credit collections; Commercial credit; Law enforcement

Classification Codes: 9190 (CN=United States); 4330 (CN=Litigation); 8110 (CN=Commercial banking) ; 3200 (CN=Credit management)

6/8/4 (Item 4 from file: 15)

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01309650 99-59046

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

'Health Law 2000': The legal system and the changing health care market

Word Count: 7687 Length: 19 Pages

Fall 1996

Geographic Names: US

Descriptors: Health care industry; Health economics; Managed care; Law; Studies

Classification Codes: 9190 (CN=United States); 8320 (CN=Health care industry); 4300 (CN=Law); 9130 (CN=Experimental/Theoretical)

6/8/5 (Item 5 from file: 15)

ABI/Inform(R)

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00938971 95-88363

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

Rail privatizations: The opportunities

Word Count: 4503 Length: 6 Pages

Oct 1994

Company Names:

British Rail ( Duns: 21-152-9201 )

Railtrack

Geographic Names: UK

Descriptors: Privatization; Case studies; Railway networks; Organizational structure

Classification Codes: 9175 (CN=Western Europe); 9110 (CN=Company specific); 8350 (CN=Transportation industry); 2320 (CN=Organizational structure)

6/8/6 (Item 6 from file: 15)

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00682734 93-31955

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

State labor legislation enacted in 1992

Word Count: 15744 Length: 15 Pages

Jan 1993

Geographic Names: US

Descriptors: State laws; Trends; Child labor; Wages & salaries; Family leave; Discrimination; Sexual harassment; Americans with Disabilities Act 1990-US

Classification Codes: 9190 (CN=United States); 4320 (CN=Legislation); 6400 (CN=Employee benefits & compensation)

6/8/7 (Item 1 from file: 9)

Business & Industry(R)

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01344737 Supplier Number: 23949918 (USE FORMAT 7 OR 9 FOR FULLTEXT)

BBB rating for Enron's Sutton Bridge bonds

July 1997

Word Count: 2903

Special Features: Table

Company Names: ENRON CORP; SUTTON BRIDGE POWER LTD

Industry Names: Energy; Utilities

Product Names: Electric power generation, thermal electric power (491011)

Concept Terms: All company; Securities

Geographic Names: European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

6/8/8 (Item 1 from file: 275)

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01245032 Supplier Number: 06660895 (Use Format 7 Or 9 For FULL TEXT )  
Truth about ISDN begins to emerge. (Integrated Services Digital Network)

April 11 , 1988  
Word Count: 2241 Line Count: 00172

Special Features: illustration; program  
Company Names: Southwestern Bell Corp.--Services; American Telephone and Telegraph Co.-- Services; Illinois Bell Telephone Co.--Services  
Descriptors: ISDN; Market Analysis; Trends; Cost of Communications  
SIC Codes: 3661 Telephone and telegraph apparatus; 4813 Telephone communications, exc. radio  
Ticker Symbols: T  
File Segment: CD File 275

6/8/9 (Item 1 from file: 624)  
McGraw-Hill Publications

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0717388  
PEABODY REALIGNS STAFF TO COORDINATE EXPORT SALES  
November 7, 1995  
WORD COUNT: 272

COMPANY NAMES: Peabody Holding Co

6/8/10 (Item 2 from file: 624)  
McGraw-Hill Publications

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0716346  
PEABODY NAMES EASTERN TEAM; MARKETING STAFF ALSO REVAMPED  
November 6, 1996  
WORD COUNT: 358

COMPANY NAMES: Eastern Associated Coal Co ; Peabody Coal Co ; Peabody Holding Co

6/8/11 (Item 3 from file: 624)

McGraw-Hill Publications

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0690123

TENNESSEE OFFERS SERVICE CHANGES; COLUMBIA SEEKS MARKET-BASED  
RATES

August 11, 1995

WORD COUNT: 1,813

COMPANY NAMES: Columbia Gas Transmission Corp ; Tennessee Gas Pipeline Co

6/8/12 (Item 4 from file: 624)

McGraw-Hill Publications

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0190419

EEI: FERC TRANSMISSION TASK FORCE REPORT NOT A FIT BASIS FOR  
POLICY

January 22, 1990

WORD COUNT: 609

6/8/13 (Item 1 from file: 621)

Gale Group New Prod. Annou.(R)

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01824378 Supplier Number: 54061453 (USE FORMAT 7 FOR FULLTEXT)

Consumers Energy, PECO Reach Sales Agreement on MCV Capacity.

March 10, 1999

Word Count: 400

Publisher Name: PR Newswire Association, Inc.

Company Names: \*Consumers Energy Co.; PECO Energy Co.  
Geographic Names: \*1U3MI (Michigan )  
Product Names: \*4911000 (Electric Power Generating)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
SIC Codes: 4911 (Electric services )  
NAICS Codes: 22111 (Electric Power Generation )  
Ticker Symbols: PE

6/8/14 (Item 1 from file: 636)  
Gale Group Newsletter DB(TM)  
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02889691 Supplier Number: 45870640 (USE FORMAT 7 FOR FULLTEXT)

IMPROVED CUSTOMER SERVICE IS NEW FOCUS FOR FDA INSPECTORS  
Oct 19 , 1995  
Word Count: 1282  
Publisher Name: Food Chemical News, Inc.  
Industry Names: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition )

6/8/15 (Item 2 from file: 636)  
Gale Group Newsletter DB(TM)  
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02236843 Supplier Number: 44267890 (USE FORMAT 7 FOR FULLTEXT)

Rail Privatisation - The Opportunities and Problems -- What is the structure of the new rail network and what are the opportunities for venture capitalists?  
Dec , 1993  
Word Count: 4686  
Publisher Name: Securities Data Publishing, Inc.  
Company Names: \*British Rail  
Event Names: \*160 (Asset sales & divestitures )  
Geographic Names: \*4EUUK (United Kingdom )  
Product Names: \*4010000 (Railroads)  
Industry Names: BUSN (Any type of business); INTL (Business, International )  
NAICS Codes: 48211 (Rail Transportation )

6/8/16 (Item 3 from file: 636)  
Gale Group Newsletter DB(TM)  
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01219754 Supplier Number: 41209581 (USE FORMAT 7 FOR FULLTEXT)

TRABANDT SUGGESTS JOINT WORKSHOP ON WHEELING ISSUES AT NARUC MEETING  
March 5 , 1990  
Word Count: 978



Publisher Name: Pasha Publications, Inc.

Industry Names: BUSN (Any type of business); INTL (Business, International); OIL ( Petroleum, Energy Resources and Mining )

6/8/17 (Item 4 from file: 636)

Gale Group Newsletter DB(TM)

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01136731 Supplier Number: 40905443 (USE FORMAT 7 FOR FULLTEXT)

BIG PUBLIC POWER AND APPA SPLIT ON ACCESS by John McCaughey

August 18 , 1989

Word Count: 616

Publisher Name: King Communications Group, Inc.

Industry Names: BUSN (Any type of business); ENV (Environment); OIL (Petroleum, Energy Resources and Mining )

6/8/18 (Item 1 from file: 16)

Gale Group PROMT(R)

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06184098 Supplier Number: 54068792 (USE FORMAT 7 FOR FULLTEXT)

Striking a Balance.

March 8 , 1999

Word Count: 1803

Publisher Name: Journal of Commerce, Inc.

Company Names: \*USF Logistics Inc.

Event Names: \*220 (Strategy & planning )

Geographic Names: \*1USA (United States )

Product Names: \*4002000 (Freight Transportation)

Industry Names: BUSN (Any type of business); TRAN (Transportation, Distribution and Purchasing )

Special Features: LOB; COMPANY

6/8/19 (Item 2 from file: 16)

Gale Group PROMT(R)

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02504164 Supplier Number: 43310543 (USE FORMAT 7 FOR FULLTEXT)

APPLE, TECH DATA IN PC CATALOG EFFORT

Sept 21 , 1992

Word Count: 956

Publisher Name: CMP Publications, Inc.

Company Names: \*Apple Computer Inc.; Catalog Resources; Tech Data Corp.

Event Names: \*380 (Strategic alliances )

Geographic Names: \*1USA (United States )

Product Names: \*3573000 (Computers & Peripherals); 5081000 (Business & Commercial Eqp Whsle); 2741100 (Catalogs & Directories)  
Industry Names: BUSN (Any type of business); CMPT (Computers and Office Automation )  
NAICS Codes: 334111 (Electronic Computer Manufacturing); 4214 (Professional and Commercial Equipment and Supplies Wholesalers); 511199 (All Other Publishers )  
Ticker Symbols: AAPL; TECD  
Special Features: LOB; COMPANY

6/8/20 (Item 1 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2009 Gale/Cengage. All rights reserved.  
11590701 Supplier Number: 55937389 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Hospital survival in a managed care environment.

Jan , 1999  
Word Count: 2709 Line Count: 00216

Special Features: illustration; Table  
Industry Codes/Names: BANK Banking, Finance and Accounting; BUS Business, General; BUSN Any type of business  
Descriptors: Hospitals--Accounting and auditing; Managed care plans (Medical care)-- Accounting and auditing; Managerial accounting--Technique  
Product/Industry Names: 8060000 (Hospitals); 9915400 (Accounting Methods)  
Product/Industry Names: 8060 Hospitals  
NAICS Codes: 622 Hospitals  
File Segment: MC File 75

6/8/21 (Item 2 from file: 148)  
Gale Group Trade & Industry DB  
(c) 2009 Gale/Cengage. All rights reserved.  
10680161 Supplier Number: 53356408 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Order Approving Formation of a Bank Holding Company and Notice to Engage in Nonbanking Activities.(Ttravelers Group Inc. will acquire Citicorp)

Nov , 1998  
Word Count: 33525 Line Count: 02856  
Company Names: Citicorp--Acquisitions, mergers, divestments; Travelers Group Inc.-- Acquisitions, mergers, divestments  
Industry Codes/Names: BANK Banking, Finance and Accounting; BUSN Any type of business; GOVT Government and Law  
Descriptors: Financial services industry--Acquisitions, mergers, divestments  
Geographic Codes: 1USA United States  
Product/Industry Names: 6020001 (Bank Holding Companies)  
Product/Industry Names: 6712 Bank holding companies  
Ticker Symbols: CCI; TRV

File Segment: TI File 148

6/8/22 (Item 3 from file: 148)

Gale Group Trade & Industry DB

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08849778 Supplier Number: 18546610

Three shippers reveal their reasons to outsource.

March , 1996

Word Count: 1256 Line Count: 00108

Special Features: illustration; photograph

Company Names: SonicAir Couriers Inc.--Contracts; Linotype-Hell Co.--Logistics; Medical Laboratory

Automation Inc.--Logistics; Sequent Computer Systems Inc.-- Logistics

Industry Codes/Names: AERO Aerospace and Defense; TRAN Transportation, Distribution and Purchasing

Descriptors: Electronic publishing equipment industry--Logistics; Computer industry-- Logistics; Medical

equipment industry--Logistics; Transportation industry-- Contracts

Product/Industry Names: 7392710 (Logistic Services); 3841000 (Medical Instruments & Equipment); 3573100

(Computers); 3555000 (Printing Trades Machinery)

Product/Industry Names: 8741 Management services; 3840 Medical Instruments and Supplies; 3571 Electronic computers; 3555 Printing trades machinery

Ticker Symbols: SQNT

File Segment: TI File 148

6/8/23 (Item 4 from file: 148)

Gale Group Trade & Industry DB

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07947089 Supplier Number: 17110044 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Succession occurs at Rite Aid in wake of major restructuring.(1995 CDR State of the Industry Report)

May 1 , 1995

Word Count: 1438 Line Count: 00116

Special Features: illustration; photograph; table

Company Names: Rite Aid Corp.--Officials and employees

Industry Codes/Names: DRUG Pharmaceuticals and Cosmetics; RETL Retailing

Descriptors: Drugstores--Officials and employees

Named Persons: Grass, Alex--Selection, appointment, resignation, etc.; Grass, Martin-- Selection, appointment, resignation, etc.

Product/Industry Names: 5912010 Drug Store Chains

Ticker Symbols: RAD

File Segment: TI File 148

6/8/24 (Item 5 from file: 148)

Gale Group Trade & Industry DB

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07826728 Supplier Number: 17003160 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Beefing it up: how internal auditors use specialists. (includes related article) (Cover Story)

April , 1995

Word Count: 5557 Line Count: 00450

Industry Codes/Names: BANK Banking, Finance and Accounting

Descriptors: Auditing, Internal--Management; Specialists--Services; Business consultants --Services

Product/Industry Names: 7392000 (Business & Mgmt Consulting); 8930000 (Accounting & Auditing Services)

Product/Industry Names: 8742 Management consulting services; 8721 Accounting, auditing, & bookkeeping

File Segment: MC File 75

6/8/25 (Item 6 from file: 148)

Gale Group Trade & Industry DB

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05831064 Supplier Number: 12099639 (USE FORMAT 7 OR 9 FOR FULL TEXT )

World airline directory. (Directory)

March 25 , 1992

Word Count: 102971 Line Count: 08694

Special Features: illustration; photograph

Industry Codes/Names: AERO Aerospace and Defense; INTL Business, International

Descriptors: Airlines--Directories

Product/Industry Names: 4512 Air transportation, scheduled

File Segment: TI File 148

6/8/26 (Item 7 from file: 148)

Gale Group Trade & Industry DB

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04530719 Supplier Number: 08785577 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Trabandt suggests joint workshop on wheeling issues at Naruc meeting. (Charles Trabandt, National Association of Regulatory Commissioners)

March 5 , 1990

Word Count: 1035 Line Count: 00085

Industry Codes/Names: OIL Petroleum, Energy Resources and Mining; INTL Business, International

Descriptors: United States. Federal Energy Regulatory Commission--Conferences, meetings, seminars, etc.;

National Association of Regulatory Utility Commissioners-- Conferences, meetings, seminars, etc.; Electric utilities--Conferences, meetings, seminars, etc.

Named Persons: Trabandt, Charles--Energy policy

Product/Industry Names: 4911 Electric services; 9631 Regulation, admin. of utilities

File Segment: TI File 148

6/8/27 (Item 1 from file: 635)

Business Dateline(R)

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0474499 94-27987

MH bidding war looms following Rogers' offer

Publication Date: 940212

Word Count: 732

Dateline: Toronton, ONT, Canada

Company Names: Maclean-Hunter Ltd, Toronto, ONT, Canada, DUNS:20-169-8206, SIC:2711;2721;4833;7399, Ticker:T.MHP

Rogers Communications Inc, Toronto, ONT, Canada, DUNS:20-164-9068, SIC:6719, Ticker:RCLB

Classification Codes: 8690 (Publishing industry); 8330 (Broadcasting & telecommunications); 2330 (Acquisitions & mergers); 2400 (Public relations)

Descriptors: Publishing industry; Cable TV; Acquisitions & mergers; News media; Shareholder relations; Stocks; Ontario

Named Persons: Rogers, Ted

Special Feature: Photo

6/8/28 (Item 1 from file: 471)

03062732 296095950831

PRO FOOTBALL; No Audibles by Marino Concerning Stock Deal

Thursday August 31 1995

Word Count: 740

6/8/29 (Item 1 from file: 492)

Arizona Repub/Phoenix Gaz

(c) 2002 Phoenix Newspapers. All rights reserved.

06722064

DEPARTED PROPHET POLITICAL AMERICA WASN'T READY FOR ROSS PEROT'S PROMISED LAND

SUNDAY August 9, 1992

Word Count: 4,188

Descriptors: COMMENTARY; ELECTION; POLITICS

6/8/30 (Item 2 from file: 492)  
Arizona Repub/Phoenix Gaz  
(c) 2002 Phoenix Newspapers. All rights reserved.  
03568099

## COLLEGES/PRICING ITSELF OUT OF REACH?

MONDAY November 3, 1986  
Word Count: 440

Descriptors: EDITORIAL; SCHOOL; FINANCE

6/8/31 (Item 1 from file: 711)  
Independent(London)  
(c) 2006 Newspaper Publ. PLC. All rights reserved.  
06175260

Are hostile takeovers damaging our wealth?: A corporate raid on ICI would be damaging to Britain, warns Sir Denys Henderson, the group's chairman. Nonsense, retorts Lord Hanson, bids are good for the economy. Peter Rodgers weighs up merits and flaws of the UK's takeover culture

Sunday, June 23, 1991  
Word Count: 1,834

6/8/32 (Item 2 from file: 711)  
Independent(London)  
(c) 2006 Newspaper Publ. PLC. All rights reserved.  
04806084

Avdel suitor 'may float business'

Tuesday, November 1, 1988  
Word Count: 217

6/8/33 (Item 1 from file: 47)  
Gale Group Magazine DB(TM)  
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05032700    Supplier Number: 19782243 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Sizing up full-service brokers. (ratings includes best statements from Everen Securities, and best mutual fund warp accounts from Prudential Securities)(Investing)

Oct , 1997  
Word Count: 3711    Line Count: 00350

Special Features: photograph; table; illustration  
 Company Names: PaineWebber Inc.--Rating; Dean Witter Reynolds Organization Inc.--Rating; Edward Jones--Rating; A.G. Edwards Inc.--Rating; EVEREN Securities Inc.--Rating; Merrill Lynch and Company Inc.--Rating; Prudential Securities Inc. --Rating; Smith Barney, Harris Upham and Company Inc.--Rating  
 Descriptors: Stockbrokers--Rating; Investment advisers--Services  
 Ticker Symbols: AGE; MER  
 File Segment: MI File 47

6/8/34 (Item 2 from file: 47)  
 Gale Group Magazine DB(TM)  
 (c) 2009 Gale/Cengage. All rights reserved.  
 04408961 Supplier Number: 17937728 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
 How far do we take gay rights?(Cover Story)

Dec , 1995  
 Word Count: 6185 Line Count: 00492  
 Descriptors: Gays--Canada; Homosexuality--Laws, regulations, etc.  
 File Segment: MI File 47

? d s

Set	Items	Description
S1	67042274	S PD<19991004
S2	602997	S S1 AND (AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)
S3	21933	S S1 AND ((AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) (5N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)
S4	86495	S S1 AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))
S5	42	S S1 AND (AUCTION??? OR BIDDING) AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (THIRD(W) (PARTY OR PARTIES)))
S6	34	RD (unique items)

? S S1 AND (nextag or nextag(w)com or priceline or priceline(w)com) and ((SUBSID??? OR  
SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR  
SUPPLEMENT???)

>>>W: Unmatched parentheses

>>>E: There is no result

? S S1 AND (NEXTAG OR NEXTAG(W)COM OR PRICELINE OR PRICELINE(W)COM) AND (SUBSID??? OR  
SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR  
SUPPLEMENT???)

Processing

Processing

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Processing

67042274	S1
2166	NEXTAG
2166	NEXTAG
34842583	COM
755	NEXTAG(W)COM
36824	PRICELINE
36824	PRICELINE
34842583	COM
29822	PRICELINE(W)COM
1215431	SUBSID???
7907711	SUBSIDI????
15699	SUBSIDIZATION
135	SUBSIDIZATIONS
6872	SUBSIDISATION
22	SUBSIDISATIONS
2466515	SUPPLEMENT???

S7 473 S S1 AND (NEXTAG OR NEXTAG(W)COM OR PRICELINE OR PRICELINE(W)COM) AND  
(SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR  
SUBSIDISATIONS OR SUPPLEMENT???)



? S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10n) (SUBSID??? OR SUBSIDI???? OR  
SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) )

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67042274	S1
36824	PRICELINE
36824	PRICELINE
34842583	COM
29822	PRICELINE(W)COM
1215431	SUBSID???
7907711	SUBSIDI????
15699	SUBSIDIZATION
135	SUBSIDIZATIONS
6872	SUBSIDISATION
22	SUBSIDISATIONS
2466515	SUPPLEMENT???

656 (PRICELINE OR PRICELINE(W)COM) (10N) ((((((SUBSID??? OR SUBSIDI????) OR  
SUBSIDIZATION) OR SUBSIDIZATIONS) OR SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???)

S8 25 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (SUBSID??? OR SUBSIDI???? OR  
SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) )

? rd

>>>W: Duplicate detection is not supported for File 347.

Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Records from unsupported files will be retained in the RD set.

S9 13 RD (UNIQUE ITEMS)

? t s9/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

9/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01872500 05-23492

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

The hype is big, really big, at Priceline

Word Count: 3750 Length: 6 Pages

Sep 6, 1999

Company Names:

Priceline.com

Geographic Names: US

Descriptors: Internet; Case studies; Going public; Stock prices; Financial performance; Problems; Electronic commerce; Air fares

Classification Codes: 9190 (CN=United States); 9110 (CN=Company specific); 8330 (CN=Broadcasting & telecommunications); 3400 (CN=Investment analysis); 5250 (CN=Telecommunications systems)

9/8/2 (Item 1 from file: 9)

Business & Industry(R)

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01933143 Supplier Number: 25420194 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

September 03, 1999

Word Count: 405

Company Names: ALLIANCE CAPITAL PARTNERS; PRICELINE COM INC

Industry Names: Banking; Financial services; Information industry; Online services

Product Names: Mortgage bankers and brokers (616000); On-line service providers (737500)

Concept Terms: All company; All product and service information; E-Commerce; Joint venture ; Product development

Geographic Names: North America (NOAX); United States (USA)

9/8/3 (Item 1 from file: 610)

Business Wire

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00081301 19990727208B1519 (USE FORMAT 7 FOR FULLTEXT)

(AN) Priceline.com And AutoNation, Inc. Partner On 'Name-Your-Own-Price' New Vehicle Service

Tuesday , July 27, 1999 16:32 EDT

Word Count: 747

Company Names: autonation inc; FORT LAUDERDALE INC; FORT LAUDERDALE LTD; AUTO NATION; ALAMO RENT A CAR; SECURITIES AND EXCHANGE COMMISSION

Geographic Names: FLORIDA; USA; AMERICAS; NORTH AMERICA

Product Names: AUTOMOTIVE INDUSTRY; CARS; MANAGEMENT CHANGES; MOTOR DEALERS; PASSENGER TRANSPORT; TRAVEL AND TOURISM; VEHICLE HIRE; COMPANY PROFILES;

CORPORATE; RETAILING AND DISTRIBUTION; TRANSPORT; HIRE AND LEASING  
Event Names: COMPANY PROFILES

9/8/4 (Item 1 from file: 621)  
Gale Group New Prod.Annou.(R)  
(c) 2009 Gale/Cengage. All rights reserved.  
02180023 Supplier Number: 55838116 (USE FORMAT 7 FOR FULLTEXT)  
prcnetcare.com Selected To Provide Live Internet Customer Care For priceline.com Website.

Sept 23 , 1999  
Word Count: 743  
Publisher Name: PR Newswire Association, Inc.  
Company Names: \*Precision Response Corp.; Priceline.com Inc.  
Event Names: \*380 (Strategic alliances )  
Product Names: \*4811520 (Online Services)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
SIC Codes:  
4822 (Telegraph & other communications )  
NAICS Codes: 514191 (On-Line Information Services )  
Ticker Symbols: PCLN

9/8/5 (Item 2 from file: 621)  
Gale Group New Prod.Annou.(R)  
(c) 2009 Gale/Cengage. All rights reserved.  
01848127 Supplier Number: 54382093 (USE FORMAT 7 FOR FULLTEXT)  
Delta Air Lines Reports March Quarter Results - Quarterly Earnings Per Share Up 15 Percent, Exceeding Analysts' Estimates.

April 15 , 1999  
Word Count: 855  
Publisher Name: PR Newswire Association, Inc.  
Company Names: \*Delta Air Lines Inc.  
Event Names: \*830 (Sales, profits & dividends )  
Geographic Names: \*1USA (United States )  
Product Names: \*4510000 (Scheduled Airlines)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
SIC Codes: 4510 (Air Transportation, Scheduled, And Air Courier Services )  
NAICS Codes: 4811 (Scheduled Air Transportation )  
Ticker Symbols: DAL

9/8/6 (Item 1 from file: 16)  
Gale Group PROMT(R)

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06610785 Supplier Number: 55656262 (USE FORMAT 7 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture.

Sept 3 , 1999

Word Count: 435

Publisher Name: American Banker-Bond Buyer

Company Names: \*Alliance Capital Partners; Priceline.com Inc.

Event Names: \*480 (Use of services); 613 (New orders received )

Geographic Names: \*1USA (United States )

Product Names: \*4811520 (Online Services); 6160000 (Mortgage Bankers & Brokers)

Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business )

NAICS Codes: 514191 (On-Line Information Services); 52231 (Mortgage and Nonmortgage Loan Brokers )

Special Features: INDUSTRY; COMPANY

9/8/7 (Item 1 from file: 20)

Dialog Global Reporter

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07011633 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

Section Title: Mortgages

September 03, 1999

Word Count: 424

Company Names: Priceline.com Inc

Descriptors: Mortgages&Mortgage Rates; General News; Joint Ventures; Strategy; Company News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

Province/State: Florida

SIC Codes/Descriptions: 7375 (Information Retrieval Services); 6162 (Mortgage Bankers & Correspondents)

9/8/8 (Item 2 from file: 20)

Dialog Global Reporter

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06754648

How net companies hit the ground flaw

August 18, 1999

Word Count: 168

Company Names: CS First Boston Inc; AT&T Corp; Cox Communications Inc; America Online Inc; eBay Inc; Yahoo! Inc

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

9/8/9 (Item 3 from file: 20)  
Dialog Global Reporter  
(c) 2009 Dialog. All rights reserved.  
04815937 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Priceline.com Makes Its Spectacular Stock Market Debut

March 31, 1999  
Word Count: 406  
Descriptors: Placings; Share Issues; Company News  
Country Names/Codes: United States of America (US )  
Regions: Americas; North America; Pacific Rim  
SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

9/8/10 (Item 1 from file: 635)  
Business Dateline(R)  
(c) 2009 ProQuest Info&Learning. All rights reserved.  
1074037 00-41397  
Finding bargains with the click of a mouse

Publication Date: 990500  
Word Count: 1,702  
Dateline: MA, US, New England

Company Names: Priceline-com, Stamford, CT, US, SIC:7375,  
Classification Codes: 8302 (Software and computer services); 7300 (Sales & selling)  
Descriptors: Electronic commerce; Online sales; Ticket sales; Air fares  
Special Feature: Photo

9/8/11 (Item 1 from file: 638)  
Newsday/New York Newsday  
(c) 2009 Newsday Inc. All rights reserved.  
10012056

Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Tuesday January 12, 1999  
Word Count: 362

Descriptors: PRICELINECOM INC; INTERNET; COMPUTER; AIRLINE; TICKET

9/8/12 (Item 1 from file: 703)  
USA Today  
(c) 2009 USA Today. All rights reserved.

08661456

Hot bidding expected for Priceline.com

MONDAY March 29, 1999

Word Count: 412

Descriptors: INTERNET; IPO

9/8/13 (Item 1 from file: 704)

(Portland)The Oregonian

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10012082

## PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Tuesday, January 12, 1999

Word Count: 816

? t s9/k/11

9/K/11 (Item 1 from file: 638)

Newsday/New York Newsday

(c) 2009 Newsday Inc. All rights reserved.

Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Text:

...money to boost offers that come in too low.

It's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale - if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...on subsidizing airline ticket sales can be viewed as the cost of acquiring new customers.

Priceline.com didn't disclose just how much it's spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

? ts9/k/all

9/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...on the open market at published fares—just like an old-fashioned travel agency—and subsidize thousands of bids. During its first several months, Priceline lost about \$30 on each ticket it sold. By late summer, Priceline was running out...customers agree to sign up for a card or service in return for a small supplement on their bid.) Priceline is also preparing a nationwide rollout of its car-buying service, previously limited to New...

9/K/2 (Item 1 from file: 9)

Business & Industry(R)

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TEXT:

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

9/K/3 (Item 1 from file: 610)

Business Wire

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Text:

...the sale.

All AutoNation franchises in the Tampa/St. Petersburg area are participating in the priceline.com new vehicle service. The program supplements AutoNation's existing Internet vehicle sales tools. In addition, all other factory-authorized new vehicle...

9/K/4 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Text:

...large corporations and high-growth Internet-focused companies, today announced that its prcnetcare.com(SM) subsidiary will provide real-time live customer support to visitors of priceline.com 's WebHouse Club. Priceline WebHouse Club, Inc., an affiliate of priceline.com, Inc. (Nasdaq: PCLN...  
19990923

9/K/5 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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-

...to earnings in the first year. Delta plans to operate ASA as a wholly-owned subsidiary.

Leveraging New Channels of Distribution With Priceline.



com

In response to a growing demand among a large segment of consumers to conduct business...

19990415

9/K/6 (Item 1 from file: 16)

Gale Group PROMT(R)

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-

...mortgages, refinancing, and home equity loans.

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

9/K/7 (Item 1 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

9/K/8 (Item 2 from file: 20)  
Dialog Global Reporter  
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-

...paying fees to the firm. Profits are being put after gaining customers in importance, with Priceline.com using money raised in its sharemarket listing to subsidise cheap airfares sold on its web site. Valuations are also guesswork, with America Online having...

19990818

9/K/9 (Item 3 from file: 20)  
Dialog Global Reporter  
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the price difference when it partners with credit card companies, for example, which will give Priceline.com a fee if it gets new customers to sign up.

Subsidizing in this format is one of the few gimmicks that Priceline.com has, given that there are no fixed prices, said James McQuivey, a retail analyst at...

19990331

9/K/10 (Item 1 from file: 635)  
Business Dateline(R)

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Publication Date: 990500

Text:

...airline ticket in hopes of racking up considerable savings off the listed fares.

Last fall, Priceline supplemented its business by offering a similar procedure for hotel rooms; the company recently began offering...

9/K/11 (Item 1 from file: 638)  
Newsday/New York Newsday  
(c) 2009 Newsday Inc. All rights reserved.

Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Text:

...money to boost offers that come in too low.

It's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale - if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...on subsidizing airline ticket sales can be viewed as the cost of acquiring new customers.

Priceline.com didn't disclose just how much it's spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

9/K/12 (Item 1 from file: 703)

USA Today

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-

...net losses of \$116.9 million from its founding in July 1997 to December 1998.

Priceline sometimes contributes its cash to supplement a customer's bid if an offer doesn't meet an airline's minimum price...

990329

9/K/13 (Item 1 from file: 704)

(Portland)The Oregonian

(c) 2009 The Oregonian. All rights reserved.

## PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Text:

...in too low.

But the online sales site insists it's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

...That's how the supplementation came to light.

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...com can decide whether to fill from an inventory of tickets made

available by airlines.

Subsidy not disclosed Priceline.com didn't disclose just how much it has spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

? S S1 AND ((PRICELINE OR PRICELINE(W)COM)(10N)(counteroffer??? or counter(w)offer??? or counter??? or SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???))

Processing

Processing

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Processing

Processing

Processing

Processing

67042274 S1

36824 PRICELINE

36824 PRICELINE

34842583 COM

29822 PRICELINE(W)COM

12911 COUNTEROFFER???

2347514 COUNTER

30850198 OFFER???

16745 COUNTER(W)OFFER???

3071122 COUNTER???

1215431 SUBSID???

7907711 SUBSIDI????

15699 SUBSIDIZATION

135 SUBSIDIZATIONS

6872 SUBSIDISATION

22 SUBSIDISATIONS

2466515 SUPPLEMENT???

815 (PRICELINE OR PRICELINE(W)COM)(10N)((((((((COUNTEROFFER??? OR COUNTER(W)OFFER???) OR COUNTER???) OR SUBSID???) OR SUBSIDI????) OR SUBSIDIZATION) OR SUBSIDIZATIONS) OR SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???)

S10 48 S S1 AND ((PRICELINE OR PRICELINE(W)COM)(10N)(COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

? rd

>>>W: Duplicate detection is not supported for File 347.

Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Records from unsupported files will be retained in the RD set.

S11 30 RD (UNIQUE ITEMS)

? t s11/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

11/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01872500 05-23492

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

The hype is big, really big, at Priceline

Word Count: 3750 Length: 6 Pages

Sep 6, 1999

Company Names:

Priceline.com

Geographic Names: US

Descriptors: Internet; Case studies; Going public; Stock prices; Financial performance; Problems; Electronic commerce; Air fares

Classification Codes: 9190 (CN=United States); 9110 (CN=Company specific); 8330 (CN=Broadcasting & telecommunications); 3400 (CN=Investment analysis); 5250 (CN=Telecommunications systems)

11/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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01869182 05-20174

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

A year later, Priceline.com auto service still in 1st gear

Word Count: 420 Length: 1 Pages

Aug 2, 1999

Company Names:

Priceline

Geographic Names: US

Descriptors: Marketing agreements; Web sites; Automobile dealers; Electronic commerce

Classification Codes: 9190 (CN=United States); 7000 (CN=Marketing); 5250 (CN=Telecommunications systems); 8390 (CN=Retailing industry)

11/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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01819506 04-70497

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

An Edison for a new age?

Word Count: 3139 Length: 7 Pages

May 17, 1999

Company Names:

Walker Digital

Priceline-com

Geographic Names: US

Descriptors: Personal profiles; Inventors; Intellectual property; Processes; Patents

Classification Codes: 9160 (CN=Biographical); 9190 (CN=United States); 5400 (CN=Research & development); 4300 (CN=Law)

11/8/4 (Item 4 from file: 15)

ABI/Inform(R)

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01768531 04-19522

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Revisiting marketing's lawlike generalizations

Word Count: 12453 Length: 17 Pages

Winter 1999

Geographic Names: US

Descriptors: Studies; Marketing

Classification Codes: 9190 (CN=United States); 9130 (CN=Experimental/Theoretical); 7000 (CN=Marketing)

11/8/5 (Item 5 from file: 15)

ABI/Inform(R)

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01736825 03-87815

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

How to play the bidding game

Word Count: 1062 Length: 2 Pages

Fall 1998

Company Names:

Priceline

Geographic Names: US

Descriptors: Web sites; Electronic commerce; Bids; Market strategy; Auctions

Classification Codes: 9190 (CN=United States); 5250 (CN=Telecommunications systems); 7000 (CN=Marketing)

11/8/6 (Item 6 from file: 15)

ABI/Inform(R)

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01672363 03-23353

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

Pick a car, name your price

Word Count: 619 Length: 2 Pages

Jul 27, 1998

Company Names:

Priceline

Geographic Names: US

Descriptors: Web sites; Automobile sales; Prices; Service introduction

Classification Codes: 9190 (CN=United States); 8680 (CN=Transportation equipment industry); 7300 (CN=Sales & selling); 9120 (CN=Product specific)

11/8/7 (Item 1 from file: 9)

Business & Industry(R)

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01933143 Supplier Number: 25420194 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

September 03, 1999

Word Count: 405

Company Names: ALLIANCE CAPITAL PARTNERS; PRICELINE COM INC

Industry Names: Banking; Financial services; Information industry; Online services

Product Names: Mortgage bankers and brokers (616000); On-line service providers (737500)

Concept Terms: All company; All product and service information; E-Commerce; Joint venture ; Product development

Geographic Names: North America (NOAX); United States (USA)



11/8/8 (Item 2 from file: 9)

Business & Industry(R)

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01722569 Supplier Number: 24484865 (USE FORMAT 7 OR 9 FOR FULLTEXT)

INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY,  
BUT LITIGATION MAY SLOW COMMERCE

December 21, 1998

Word Count: 943

Company Names: COMET SYSTEMS INC

Industry Names: Applications software; Information industry; Online services; Software

Product Names: Graphics software packages (737269); On-line service providers (737500)

Concept Terms: All intellectual property; All market information; Industry forecasts; Intellectual property; Patents;  
Trends

Geographic Names: North America (NOAX); United States (USA)

11/8/9 (Item 1 from file: 610)

Business Wire

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00081301 19990727208B1519 (USE FORMAT 7 FOR FULLTEXT)

(AN) Priceline.com And AutoNation, Inc. Partner On 'Name-Your-Own-Price' New Vehicle Service

Tuesday , July 27, 1999 16:32 EDT

Word Count: 747

Company Names: autonation inc; FORT LAUDERDALE INC; FORT LAUDERDALE LTD; AUTO NATION;  
ALAMO RENT A CAR; SECURITIES AND EXCHANGE COMMISSION

Geographic Names: FLORIDA; USA; AMERICAS; NORTH AMERICA

Product Names: AUTOMOTIVE INDUSTRY; CARS; MANAGEMENT CHANGES; MOTOR DEALERS;  
PASSENGER TRANSPORT; TRAVEL AND TOURISM; VEHICLE HIRE; COMPANY PROFILES;  
CORPORATE; RETAILING AND DISTRIBUTION; TRANSPORT; HIRE AND LEASING

Event Names: COMPANY PROFILES

11/8/10 (Item 1 from file: 810)

Business Wire

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0874969 BW1006

PRICELINE.COM : Priceline.com Expands "Name Your Own Price" Service With An Entirely New Way to  
Buy a Car or Truck

July 06, 1998

Byline: Business Editors/High Tech Writers

Word Count: 821

11/8/11 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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02180023 Supplier Number: 55838116 (USE FORMAT 7 FOR FULLTEXT)

prncnetcare.com Selected To Provide Live Internet Customer Care For priceline.com Website.

Sept 23 , 1999

Word Count: 743

Publisher Name: PR Newswire Association, Inc.

Company Names: \*Precision Response Corp.; Priceline.com Inc.

Event Names: \*380 (Strategic alliances )

Product Names: \*4811520 (Online Services)

Industry Names: BUS (Business, General); BUSN (Any type of business )

SIC Codes: 4822 (Telegraph & other communications )

NAICS Codes: 514191 (On-Line Information Services )

Ticker Symbols: PCLN

11/8/12 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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01848127 Supplier Number: 54382093 (USE FORMAT 7 FOR FULLTEXT)

Delta Air Lines Reports March Quarter Results - Quarterly Earnings Per Share Up 15 Percent, Exceeding Analysts' Estimates.

April 15 , 1999

Word Count: 855

Publisher Name: PR Newswire Association, Inc.

Company Names: \*Delta Air Lines Inc.

Event Names: \*830 (Sales, profits & dividends )

Geographic Names: \*1USA (United States )

Product Names: \*4510000 (Scheduled Airlines)

Industry Names: BUS (Business, General); BUSN (Any type of business )

SIC Codes: 4510 (Air Transportation, Scheduled, And Air Courier Services )

NAICS Codes: 4811 (Scheduled Air Transportation )

Ticker Symbols: DAL

11/8/13 (Item 1 from file: 16)

Gale Group PROMT(R)

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06610785 Supplier Number: 55656262 (USE FORMAT 7 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture.

Sept 3 , 1999

Word Count: 435

Publisher Name: American Banker-Bond Buyer

Company Names: \*Alliance Capital Partners; Priceline.com Inc.

Event Names: \*480 (Use of services); 613 (New orders received )

Geographic Names: \*1USA (United States )

Product Names: \*4811520 (Online Services); 6160000 (Mortgage Bankers & Brokers)

Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business )

NAICS Codes: 514191 (On-Line Information Services); 52231 (Mortgage and Nonmortgage Loan Brokers )

Special Features: INDUSTRY; COMPANY

11/8/14 (Item 2 from file: 16)

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06317899 Supplier Number: 54556246 (USE FORMAT 7 FOR FULLTEXT)

An Edison for a new age?(founder of Priceline.com, Jay Walker)

May 17 , 1999

Word Count: 2513

Publisher Name: Forbes, Inc.

Company Names: \*Priceline.com Inc.

Event Names: \*260 (General services )

Geographic Names: \*1USA (United States )

Product Names: \*4510000 (Scheduled Airlines)

Industry Names: BUS (Business, General); BUSN (Any type of business )

NAICS Codes: 4811 (Scheduled Air Transportation )

Special Features: INDUSTRY; COMPANY

11/8/15 (Item 3 from file: 16)

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06032627 Supplier Number: 53474521 (USE FORMAT 7 FOR FULLTEXT)

INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY,  
BUT LITIGATION MAY SLOW COMMERCE.

Dec 21 , 1998

Word Count: 969

Publisher Name: Crain Communications, Inc.

Event Names: \*370 (Patents & copyrights); 220 (Strategy & planning )

Geographic Names: \*1U2NY (New York )

Product Names: \*7372680 (Internet Software)

Industry Names: BUSN (Any type of business); REG (Business, Regional )

NAICS Codes: 51121 (Software Publishers )

11/8/16 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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10352705 Supplier Number: 20967558 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Pick a car, name your price.(Priceline.com LLC) (Company Business and Marketing)

July 27 , 1998

Word Count: 654 Line Count: 00052

Company Names: priceline.com L.L.C.--Services

Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation

Descriptors: Automobiles--Purchasing; Online services--Purchasing

Product/Industry Names: 4811520 (Online Services)

Product/Industry Names: 4822 Telegraph & other communications

File Segment: CD File 275

11/8/17 (Item 1 from file: 20)

Dialog Global Reporter

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07011633 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

Section Title: Mortgages

September 03, 1999

Word Count: 424

Company Names: Priceline.com Inc

Descriptors: Mortgages&Mortgage Rates; General News; Joint Ventures; Strategy; Company News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

Province/State: Florida

SIC Codes/Descriptions: 7375 (Information Retrieval Services); 6162 (Mortgage Bankers & Correspondents)

11/8/18 (Item 2 from file: 20)

Dialog Global Reporter

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06754648

How net companies hit the ground flaw

August 18, 1999

Word Count: 168

Company Names: CS First Boston Inc; AT&T Corp; Cox Communications Inc; America Online Inc; eBay Inc; Yahoo! Inc

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim  
SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

11/8/19 (Item 3 from file: 20)  
Dialog Global Reporter  
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06675115 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Business Briefs

August 13, 1999  
Word Count: 198  
Descriptors: Mortgages&Mortgage Rates; General News  
Country Names/Codes: India (IN )  
Regions: Asia; South Asia  
SIC Codes/Descriptions: 9532 (Urban & Community Development); 6162 (Mortgage Bankers & Correspondents)

11/8/20 (Item 4 from file: 20)  
Dialog Global Reporter  
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04815937 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Priceline.com Makes Its Spectacular Stock Market Debut

March 31, 1999  
Word Count: 406  
Descriptors: Placings; Share Issues; Company News  
Country Names/Codes: United States of America (US )  
Regions: Americas; North America; Pacific Rim  
SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

11/8/21 (Item 5 from file: 20)  
Dialog Global Reporter  
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03879221 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY,  
BUT LITIGATION MAY SLOW COMMERCE

December 21, 1998  
Word Count: 965  
Descriptors: Strategy; Company News; Patents Licensing & Standards; Market Data; Marketing; Law & Legal  
Issues; Government News  
Country Names/Codes: United States of America (US )  
Regions: Americas; North America; Pacific Rim  
SIC Codes/Descriptions: 7375 (Information Retrieval Services)

11/8/22 (Item 6 from file: 20)  
Dialog Global Reporter  
(c) 2009 Dialog. All rights reserved.  
03822392 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
India: Equities post healthy rise

December 22, 1998  
Word Count: 221  
Descriptors: Market Reports; Comment & Analysis; Market News  
Country Names/Codes: India (IN )  
Regions: Asia; South Asia  
SIC Codes/Descriptions: 6231 (Security & Commodity Exchanges)

11/8/23 (Item 7 from file: 20)  
Dialog Global Reporter  
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03801730 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
\*South Indian Bank makes dismal debut on bourses

Section Title: STOCK MARKETS  
December 19, 1998  
Word Count: 1071  
Descriptors: Equities; Market News; Market Data; Marketing; Company News; Comment & Analysis  
Country Names/Codes: India (IN )  
Regions: Asia; South Asia  
SIC Codes/Descriptions: 6029 (Commercial Banks NEC)

11/8/24 (Item 1 from file: 635)  
Business Dateline(R)  
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1074037 00-41397  
Finding bargains with the click of a mouse

Publication Date: 990500  
Word Count: 1,702  
Dateline: MA, US, New England

Company Names: Priceline-com, Stamford, CT, US, SIC:7375,  
Classification Codes: 8302 (Software and computer services); 7300 (Sales & selling)  
Descriptors: Electronic commerce; Online sales; Ticket sales; Air fares  
Special Feature: Photo

11/8/25 (Item 2 from file: 635)

Business Dateline(R)

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1020663 99-84693

Internet companies seek protection

Publication Date: 981221

Word Count: 966

Dateline: New York, NY, US, Middle Atlantic

Classification Codes: 4300 (Law)

Descriptors: Patents; Internet; Technology

Special Feature: Photo

11/8/26 (Item 1 from file: 471)

03814388 293113980810

Web Concern Gets Patent For Its Model Of Business

Monday August 10 1998

Word Count: 1302

11/8/27 (Item 1 from file: 638)

Newsday/New York Newsday

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10012056

Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Tuesday January 12, 1999

Word Count: 362

Descriptors: PRICELINECOM INC; INTERNET; COMPUTER; AIRLINE; TICKET

11/8/28 (Item 1 from file: 703)

USA Today

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08661456

Hot bidding expected for Priceline.com

MONDAY March 29, 1999

Word Count: 412

Descriptors: INTERNET; IPO

11/8/29 (Item 1 from file: 704)  
(Portland)The Oregonian  
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10012082

## PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Tuesday, January 12, 1999  
Word Count: 816

11/8/30 (Item 1 from file: 47)  
Gale Group Magazine DB(TM)  
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05354455 Supplier Number: 54432786 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Online Lenders: Bidding for You.(Internet bids for mortgages)

May , 1999  
Word Count: 1024 Line Count: 00125  
Descriptors: Online auctions--Innovations; Mortgages--Information services  
File Segment: MI File 47

? t s11/k/all

11/K/1 (Item 1 from file: 15)  
ABI/Inform(R)  
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Text:

...on the open market at published fares--just like an old-fashioned travel

agency--and subsidize thousands of bids. During its first several months, Priceline lost about \$30 on each ticket it sold. By late summer, Priceline was running out...customers agree to sign up for a card or service in return for a small supplement on their bid.) Priceline is also preparing a nationwide rollout of its car-buying service, previously limited to New...

11/K/2 (Item 2 from file: 15)  
ABI/Inform(R)



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Text:

...which meant that it not dealers had to go back to consumers with offers and counteroffers.

Priceline.com's consumer bidding model probably works better for selling perishable items, such as airline tickets...

11/K/3 (Item 3 from file: 15)

ABI/Inform(R)

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Text:

...be challenged. If the Sabre Group, the global ticketing service, took a mind to copycat Priceline.com, then Priceline might sue Sabre for infringement and Sabre might countersue.

In his best Jim Carrey routine, Walker starts flailing his arms sarcastically exclaiming, "You mean..."

11/K/4 (Item 4 from file: 15)

ABI/Inform(R)

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Text:

...products such as airline tickets at a certain price. Sellers can either accept, reject, or counteroffer. In essence, priceline.com enables individual consumers to function in a manner akin to a government agency that seeks...

11/K/5 (Item 5 from file: 15)

ABI/Inform(R)

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Text:

...backs out of the deal, the buyer must pay the dealer \$200. The dealer may counterbid or offer a similar car, in which case Priceline tells the buyer about the alternatives and offers to put the buyer in touch with...

11/K/6 (Item 6 from file: 15)

ABI/Inform(R)

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Abstract:

...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer. Priceline.com's system differs from services offered by Auto-By-Tel and Microsoft Corp. that refer...

Text:

...car or truck and let the Internet take care of the dreaded price-haggling process.

Priceline.com LLC's newest service does just that. The company that brought you "nameyour-own-price...

...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer.

"Priceline turns the car-buying process upside down [because it] takes advantage of the Web's...

...similar vehicle or the same car at a different price, he can fax a nonbinding counteroffer to Priceline.com, which Emails it to the customer.

After a dealer agrees to the customer's price...

11/K/7 (Item 1 from file: 9)

Business & Industry(R)

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TEXT:

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

11/K/8 (Item 2 from file: 9)

Business & Industry(R)

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TEXT:

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

11/K/9 (Item 1 from file: 610)

Business Wire

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Text:

...the sale.

All AutoNation franchises in the Tampa/St. Petersburg area are participating in the priceline.com new vehicle service. The program supplements AutoNation's existing Internet vehicle sales tools. In addition, all other factory-authorized new vehicle...

11/K/10 (Item 1 from file: 810)

Business Wire

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...vehicle

or the same car at a different price, they can submit a non-binding counteroffer which priceline.com e-mails to the customer. Once a dealer agrees to the customer's price, the...

11/K/11 (Item 1 from file: 621)  
Gale Group New Prod.Annou.(R)  
(c) 2009 Gale/Cengage. All rights reserved.  
Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Text:  
...large corporations and high-growth Internet-focused companies, today announced that its prcnetcare.com(SM) subsidiary will provide real-time live customer support to visitors of priceline.com 's WebHouse Club. Priceline WebHouse Club, Inc., an affiliate of priceline.com, Inc. (Nasdaq: PCLN...  
19990923

11/K/12 (Item 2 from file: 621)  
Gale Group New Prod.Annou.(R)  
(c) 2009 Gale/Cengage. All rights reserved.

-

...to earnings in the first year. Delta plans to operate ASA as a wholly-owned subsidiary.

Leveraging New Channels of Distribution With Priceline.  
com

In response to a growing demand among a large segment of consumers to conduct business...

19990415

11/K/13 (Item 1 from file: 16)  
Gale Group PROMT(R)  
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-

...mortgages, refinancing, and home equity loans.

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

11/K/14 (Item 2 from file: 16)

Gale Group PROMT(R)

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-

...communicate a binding purchase offer to potential sellers. It's much like the over-the-counter stock market every day.

In fact, Priceline uses parts of 19 Walker Digital patents. Walker was a coinventor of all of them...be challenged. If the Sabre Group, the global ticketing service, took a mind to copycat Priceline.com, then Priceline might sue Sabre for infringement and Sabre might countersue.

In his best Jim Carrey routine, Walker starts flailing his arms sarcastically exclaiming, "You mean..."

19990517

11/K/15 (Item 3 from file: 16)

Gale Group PROMT(R)

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-

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

19981221

11/K/16 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer.

"Priceline turns the car-buying process upside down (because it) takes advantage of the Web's...

...similar vehicle or the same car at a different price, he can fax a nonbinding counteroffer to Priceline.com, which E-mails it to the customer.

After a dealer agrees to the customer's...

19980727

11/K/17 (Item 1 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

11/K/18 (Item 2 from file: 20)

Dialog Global Reporter

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-

...paying fees to the firm. Profits are being put after gaining customers in importance, with Priceline.com using money raised in its sharemarket listing to subsidise cheap airfares sold on its web

site. Valuations are also guesswork, with America Online having...

19990818

11/K/19 (Item 3 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...retail securities firm.

Tech counter revises offering

In a sign of cooling enthusiasm for .com counters, Priceline.com - which lets consumers bid on-line for airline tickets and hotel rooms - has cut back...

19990813

11/K/20 (Item 4 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the price difference when it partners with credit card companies, for example, which will give Priceline.com a fee if it gets new customers to sign up.

Subsidizing in this format is one of the few gimmicks that Priceline.com has, given that there are no fixed prices, said James McQuivey, a retail analyst at...

19990331

11/K/21 (Item 5 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

19981221

11/K/22 (Item 6 from file: 20)

Dialog Global Reporter

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-

THE Calcutta Stock Exchange witnessed handsome rise in the overall priceline on Monday as FIIs opted for buy orders in select counters and certain infotech scrips. According to marketpersons, FII interest was clear in the Castrol, Tisco...

19981222

11/K/23 (Item 7 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...be achieved from comparable investment avenues. Therefore, some genuine buying interest might emerge in the counter if the SIB priceline goes down further.

Arranged by Investar -- The Aarthik News & Research Syndicate

19981219

11/K/24 (Item 1 from file: 635)

Business Dateline(R)

(c) 2009 ProQuest Info&Learning. All rights reserved.

Publication Date: 990500



Text:

...airline ticket in hopes of racking up considerable savings off the listed fares.

Last fall, Priceline supplemented its business by offering a similar procedure for hotel rooms; the company recently began offering...

11/K/25 (Item 2 from file: 635)

Business Dateline(R)

(c) 2009 ProQuest Info&Learning. All rights reserved.

Publication Date: 981221

Text:

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

11/K/26 (Item 1 from file: 471)

New York Times Fulltext

(c) 2009 The New York Times. All rights reserved.

...who then have the option of either fulfilling or rejecting the bids, or making a counteroffer. Priceline then completes the transaction.

For example, a buyer might wish to buy two airplane tickets...

11/K/27 (Item 1 from file: 638)

Newsday/New York Newsday  
(c) 2009 Newsday Inc. All rights reserved.

## Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Text:

...money to boost offers that come in too low.

It's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale - if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...on subsidizing airline ticket sales can be viewed as the cost of acquiring new customers.

Priceline.com didn't disclose just how much it's spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

11/K/28 (Item 1 from file: 703)  
USA Today  
(c) 2009 USA Today. All rights reserved.

-

...net losses of \$116.9 million from its founding in July 1997 to December 1998.

Priceline sometimes contributes its cash to supplement a customer's bid if an offer doesn't meet an airline's minimum price...

990329

11/K/29 (Item 1 from file: 704)  
(Portland)The Oregonian  
(c) 2009 The Oregonian. All rights reserved.

## PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Text:

...in too low.

But the online sales site insists it's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

...That's how the supplementation came to light.

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...com can decide whether to fill from an inventory of tickets made available by airlines.

Subsidy not disclosed Priceline.com didn't disclose just how much it has spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

11/K/30 (Item 1 from file: 47)  
Gale Group Magazine DB(TM)  
(c) 2009 Gale/Cengage. All rights reserved.

...too high? Mitchell York, president of LendingTree Inc., the company that handles mortgage auctions for Priceline.com, says that borrowers who bid too high have actually been countered with lower deals. "If they qualify for 7%, they're going to get 7%," he...

19990501

? d s

Set Items Description

S1 67042274 S PD<19991004

S2 602997 S S1 AND (AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

S3 21933 S S1 AND ((AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????)(5N)(SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

S4 86495 S S1 AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

S5 42 S S1 AND (AUCTION??? OR BIDDING) AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (THIRD(W) (PARTY OR PARTIES))))

S6 34 RD (unique items)

S7 473 S S1 AND (NEXTAG OR NEXTAG(W)COM OR PRICELINE OR PRICELINE(W)COM) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S8 25 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S9 13 RD (unique items)

S10 48 S S1 AND ((PRICELINE OR PRICELINE(W)COM)(10N)(COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S11 30 RD (unique items)

? S S1 AND ((PRICELINE OR PRICELINE(W)COM)(10N)(COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) and (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER???)

Processing

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67042274 S1

36824 PRICELINE

36824 PRICELINE

34842583 COM

29822 PRICELINE(W)COM

12911 COUNTEROFFER???

2347514 COUNTER

30850198 OFFER???

16745 COUNTER(W)OFFER???

3071122 COUNTER???

1215431 SUBSID???

7907711 SUBSIDI????

15699 SUBSIDIZATION

135 SUBSIDIZATIONS

6872 SUBSIDISATION

22 SUBSIDISATIONS

2466515 SUPPLEMENT???

815 (PRICELINE OR PRICELINE(W)COM)(10N)((((((((COUNTEROFFER??? OR COUNTER(W)OFFER???) OR COUNTER???) OR SUBSID???) OR SUBSIDI????) OR SUBSIDIZATION) OR SUBSIDIZATIONS) OR SUBSIDISATION) OR SUBSIDISATIONS) OR SUPPLEMENT???)

12911 COUNTEROFFER???

2347514 COUNTER

30850198 OFFER???

16745 COUNTER(W)OFFER???

3071122 COUNTER???

S12 27 S S1 AND ((PRICELINE OR PRICELINE(W)COM)(10N)(COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER???) OR SUBSID???) OR SUBSIDI????) OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER???)

? rd

>>>W: Duplicate detection is not supported for File 347.

Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Records from unsupported files will be retained in the RD set.

S13 20 RD (UNIQUE ITEMS)

? t s13/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

13/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01869182 05-20174

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

A year later, Priceline.com auto service still in 1st gear

Word Count: 420 Length: 1 Pages

Aug 2, 1999

Company Names:

Priceline

Geographic Names: US

Descriptors: Marketing agreements; Web sites; Automobile dealers; Electronic commerce

Classification Codes: 9190 (CN=United States); 7000 (CN=Marketing); 5250 (CN=Telecommunications systems);

8390 (CN=Retailing industry)

13/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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01819506 04-70497

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

An Edison for a new age?

Word Count: 3139 Length: 7 Pages

May 17, 1999

Company Names:

Walker Digital

Priceline-com

Geographic Names: US

Descriptors: Personal profiles; Inventors; Intellectual property; Processes; Patents

Classification Codes: 9160 (CN=Biographical); 9190 (CN=United States); 5400 (CN=Research & development); 4300 (CN=Law)

13/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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01768531 04-19522

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

Revisiting marketing's lawlike generalizations

Word Count: 12453 Length: 17 Pages

Winter 1999

Geographic Names: US

Descriptors: Studies; Marketing

Classification Codes: 9190 (CN=United States); 9130 (CN=Experimental/Theoretical); 7000 (CN=Marketing)

13/8/4 (Item 4 from file: 15)

ABI/Inform(R)

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01736825 03-87815

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

How to play the bidding game

Word Count: 1062 Length: 2 Pages

Fall 1998

Company Names:

Priceline

Geographic Names: US

Descriptors: Web sites; Electronic commerce; Bids; Market strategy; Auctions

Classification Codes: 9190 (CN=United States); 5250 (CN=Telecommunications systems); 7000 (CN=Marketing)

13/8/5 (Item 5 from file: 15)

ABI/Inform(R)

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01672363            03-23353

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

Pick a car, name your price

Word Count: 619 Length: 2 Pages

Jul 27, 1998

Company Names:

Priceline

Geographic Names: US

Descriptors: Web sites; Automobile sales; Prices; Service introduction

Classification Codes: 9190 (CN=United States); 8680 (CN=Transportation equipment industry); 7300 (CN=Sales & selling); 9120 (CN=Product specific)

13/8/6 (Item 1 from file: 9)

Business & Industry(R)

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01933143 Supplier Number: 25420194 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

September 03, 1999

Word Count: 405

Company Names: ALLIANCE CAPITAL PARTNERS; PRICELINE COM INC

Industry Names: Banking; Financial services; Information industry; Online services

Product Names: Mortgage bankers and brokers (616000); On-line service providers (737500)

Concept Terms: All company; All product and service information; E-Commerce; Joint venture ; Product development

Geographic Names: North America (NOAX); United States (USA)

13/8/7 (Item 2 from file: 9)

Business & Industry(R)

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01722569 Supplier Number: 24484865 (USE FORMAT 7 OR 9 FOR FULLTEXT)

INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY, BUT LITIGATION MAY SLOW COMMERCE



December 21, 1998

Word Count: 943

Company Names: COMET SYSTEMS INC

Industry Names: Applications software; Information industry; Online services; Software

Product Names: Graphics software packages (737269); On-line service providers (737500)

Concept Terms: All intellectual property; All market information; Industry forecasts; Intellectual property; Patents; Trends

Geographic Names: North America (NOAX); United States (USA)

13/8/8 (Item 1 from file: 810)

Business Wire

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0874969 BW1006

PRICELINE.COM : Priceline.com Expands "Name Your Own Price" Service With An Entirely New Way to Buy a Car or Truck

July 06, 1998

Byline: Business Editors/High Tech Writers

Word Count: 821

13/8/9 (Item 1 from file: 16)

Gale Group PROMT(R)

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06610785 Supplier Number: 55656262 (USE FORMAT 7 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture.

Sept 3 , 1999

Word Count: 435

Publisher Name: American Banker-Bond Buyer

Company Names: \*Alliance Capital Partners; Priceline.com Inc.

Event Names: \*480 (Use of services); 613 (New orders received )

Geographic Names: \*1USA (United States )

Product Names: \*4811520 (Online Services); 6160000 (Mortgage Bankers & Brokers)

Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business )

NAICS Codes: 514191 (On-Line Information Services); 52231 (Mortgage and Nonmortgage Loan Brokers )

Special Features: INDUSTRY; COMPANY

13/8/10 (Item 2 from file: 16)

Gale Group PROMT(R)

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06317899 Supplier Number: 54556246 (USE FORMAT 7 FOR FULLTEXT)

An Edison for a new age?(founder of Priceline.com, Jay Walker)  
May 17 , 1999  
Word Count: 2513  
Publisher Name: Forbes, Inc.  
Company Names: \*Priceline.com Inc.  
Event Names: \*260 (General services )  
Geographic Names: \*1USA (United States )  
Product Names: \*4510000 (Scheduled Airlines)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
NAICS Codes: 4811 (Scheduled Air Transportation )  
Special Features: INDUSTRY; COMPANY

13/8/11 (Item 3 from file: 16)  
Gale Group PROMT(R)  
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06032627 Supplier Number: 53474521 (USE FORMAT 7 FOR FULLTEXT)

INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY,  
BUT LITIGATION MAY SLOW COMMERCE.

Dec 21 , 1998  
Word Count: 969  
Publisher Name: Crain Communications, Inc.  
Event Names: \*370 (Patents & copyrights); 220 (Strategy & planning )  
Geographic Names: \*1U2NY (New York )  
Product Names: \*7372680 (Internet Software)  
Industry Names: BUSN (Any type of business); REG (Business, Regional )  
NAICS Codes: 51121 (Software Publishers )

13/8/12 (Item 1 from file: 148)  
Gale Group Trade & Industry DB  
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10352705 Supplier Number: 20967558 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Pick a car, name your price.(Priceline.com LLC) (Company Business and Marketing)

July 27 , 1998  
Word Count: 654 Line Count: 00052  
Company Names: priceline.com L.L.C.--Services  
Industry Codes/Names: BUSN Any type of business; CMPT Computers and Office Automation  
Descriptors: Automobiles--Purchasing; Online services--Purchasing  
Product/Industry Names: 4811520 (Online Services)  
Product/Industry Names: 4822 Telegraph & other communications  
File Segment: CD File 275

13/8/13 (Item 1 from file: 20)

Dialog Global Reporter

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07011633 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

Section Title: Mortgages

September 03, 1999

Word Count: 424

Company Names: Priceline.com Inc

Descriptors: Mortgages&Mortgage Rates; General News; Joint Ventures; Strategy; Company News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

Province/State: Florida

SIC Codes/Descriptions: 7375 (Information Retrieval Services); 6162 (Mortgage Bankers & Correspondents)

13/8/14 (Item 2 from file: 20)

Dialog Global Reporter

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06675115 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Business Briefs

August 13, 1999

Word Count: 198

Descriptors: Mortgages&Mortgage Rates; General News

Country Names/Codes: India (IN )

Regions: Asia; South Asia

SIC Codes/Descriptions: 9532 (Urban & Community Development); 6162 (Mortgage Bankers & Correspondents)

13/8/15 (Item 3 from file: 20)

Dialog Global Reporter

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03879221 (USE FORMAT 7 OR 9 FOR FULLTEXT)

INTERNET COMPANIES SEEK PROTECTION: APPLY FOR PATENTS TO GUARD TECHNOLOGY,  
BUT LITIGATION MAY SLOW COMMERCE

December 21, 1998

Word Count: 965

Descriptors: Strategy; Company News; Patents Licensing & Standards; Market Data; Marketing; Law & Legal  
Issues; Government News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

SIC Codes/Descriptions: 7375 (Information Retrieval Services)

13/8/16 (Item 4 from file: 20)

Dialog Global Reporter  
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03822392 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
India: Equities post healthy rise

December 22, 1998  
Word Count: 221  
Descriptors: Market Reports; Comment & Analysis; Market News  
Country Names/Codes: India (IN )  
Regions: Asia; South Asia  
SIC Codes/Descriptions: 6231 (Security & Commodity Exchanges)

13/8/17 (Item 5 from file: 20)  
Dialog Global Reporter  
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03801730 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
\*South Indian Bank makes dismal debut on bourses

Section Title: STOCK MARKETS  
December 19, 1998  
Word Count: 1071  
Descriptors: Equities; Market News; Market Data; Marketing; Company News; Comment & Analysis  
Country Names/Codes: India (IN )  
Regions: Asia; South Asia  
SIC Codes/Descriptions: 6029 (Commercial Banks NEC)

13/8/18 (Item 1 from file: 635)  
Business Dateline(R)  
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1020663 99-84693  
Internet companies seek protection

Publication Date: 981221  
Word Count: 966  
Dateline: New York, NY, US, Middle Atlantic  
Classification Codes: 4300 (Law)  
Descriptors: Patents; Internet; Technology  
Special Feature: Photo

13/8/19 (Item 1 from file: 471)  
03814388 293113980810  
Web Concern Gets Patent For Its Model Of Business  
Monday August 10 1998

Word Count: 1302

13/8/20 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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05354455 Supplier Number: 54432786 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Online Lenders: Bidding for You.(Internet bids for mortgages)

May , 1999

Word Count: 1024 Line Count: 00125

Descriptors: Online auctions--Innovations; Mortgages--Information services

File Segment: MI File 47

? t s13/k/all

13/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...which meant that it not dealers had to go back to consumers with offers and counteroffers.

Priceline.com's consumer bidding model probably works better for selling perishable items, such as airline tickets...

13/K/2 (Item 2 from file: 15)

ABI/Inform(R)

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Text:

...communicate a binding purchase offer to potential sellers. It's much like the over-the-counter stock market every day.

(Photograph Omitted)

(Photograph Omitted)

Captioned as: Walker Digital's lay Walker...be challenged. If the Sabre Group, the global ticketing service, took a mind to copycat Priceline.com, then Priceline might sue Sabre for infringement and Sabre might countersue.

In his best Jim Carrey routine, Walker starts flailing his arms sarcastically exclaiming, "You mean...

13/K/3 (Item 3 from file: 15)

ABI/Inform(R)

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Text:

...competition between organizations. Coopetition enables resource sharing rather than resource duplication or resources deployment to counter competitors. With a shift toward simultaneous cooperation and competition, we need to develop new lawlike...products such as airline tickets at a certain price. Sellers can either accept, reject, or counteroffer. In essence, priceline.com enables individual consumers to function in a manner akin to a government agency that seeks...

13/K/4 (Item 4 from file: 15)

ABI/Inform(R)

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Text:

...backs out of the deal, the buyer must pay the dealer \$200. The dealer may counterbid or offer a similar car, in which case

Priceline tells the buyer about the alternatives and offers to put the buyer in touch with...

13/K/5 (Item 5 from file: 15)

ABI/Inform(R)

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Abstract:

...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer. Priceline.com's system differs from services offered by Auto-By-Tel and Microsoft Corp. that refer...

Text:

...car or truck and let the Internet take care of the dreaded price-haggling process.

Priceline.com LLC's newest service does just that. The company that brought you "nameyour-own-price..."

...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer.

"Priceline turns the car-buying process upside down [because it] takes advantage of the Web's..."

...parties by providing a price from a buyer that we can meet, not meet or counter," said Paul Sullivan, president of Sullivan Chevrolet in Roselle Park, N.J. "I think it..."

...similar vehicle or the same car at a different price, he can fax a nonbinding counteroffer to Priceline.com, which Emails it to the customer.

After a dealer agrees to the customer's price...

13/K/6 (Item 1 from file: 9)

Business & Industry(R)

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TEXT:

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

...who name "fantasy" loan terms would receive counseling on the mortgage process and more appropriate counter-offers.

The new venture is expected to roll out a pilot program in Florida by the ...

13/K/7 (Item 2 from file: 9)

Business & Industry(R)

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TEXT:

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

13/K/8 (Item 1 from file: 810)

Business Wire

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...vehicle

or the same car at a different price, they can submit a non-binding counteroffer which priceline.com e-mails to the customer. Once a dealer agrees to the customer's price, the...

13/K/9 (Item 1 from file: 16)

Gale Group PROMT(R)

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-

...mortgages, refinancing, and home equity loans.

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

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Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

...who name "fantasy" loan terms would receive counseling on the mortgage process and more appropriate counter-offers.

The new venture is expected to roll out a pilot program in Florida by the...

19990903

13/K/10 (Item 2 from file: 16)

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-

...communicate a binding purchase offer to potential sellers. It's much like the over-the-counter stock market every day.

In fact, Priceline uses parts of 19 Walker Digital patents.

Walker was a coinventor of all of them...be challenged. If the Sabre Group, the global ticketing service, took a mind to copycat Priceline.

com, then Priceline might sue Sabre for infringement and Sabre might countersue.

In his best Jim Carrey routine, Walker starts flailing his arms sarcastically exclaiming, "You mean..."

19990517

13/K/11 (Item 3 from file: 16)

Gale Group PROMT(R)

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-

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

19981221

13/K/12 (Item 1 from file: 148)

...dealers willing to sell the consumer the vehicle for that figure or to present a counteroffer.

"Priceline turns the car-buying process upside down (because it) takes advantage of the Web's...

...parties by providing a price from a buyer that we can meet, not meet or counter," said Paul Sullivan, president of Sullivan Chevrolet in Roselle Park, N.J. "I think it...

...similar vehicle or the same car at a different price, he can fax a nonbinding counteroffer to Priceline.com, which E-mails it to the customer.

After a dealer agrees to the customer's...

19980727

13/K/13 (Item 1 from file: 20)  
Dialog Global Reporter  
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

...who name "fantasy" loan terms would receive counseling on the mortgage process and more appropriate counter-offers.

The new venture is expected to roll out a pilot program in Florida by the...

19990903

13/K/14 (Item 2 from file: 20)

Dialog Global Reporter  
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the United States brokerage would take equal stakes in a new retail securities firm.

Tech counter revises offering

In a sign of cooling enthusiasm for .com counters, Priceline.com - which lets consumers bid on-line for airline tickets and hotel rooms - has cut back...

19990813

13/K/15 (Item 3 from file: 20)  
Dialog Global Reporter  
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

19981221

13/K/16 (Item 4 from file: 20)  
Dialog Global Reporter  
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-

THE Calcutta Stock Exchange witnessed handsome rise in the overall priceline on Monday as FIIs opted for buy orders in select counters and certain infotech scrips. According to marketpersons, FII interest was clear in the Castrol, Tisco and Telco scrips.

The Tisco counter hit the circuit filter at 10.30 a.m., while Telco froze around 3 p...

19981222

13/K/17 (Item 5 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the stock.

In terms of volume, while the opening day witnessed 21 trades at the counter with a volume of 2,900 shares, the second and third trading days clocked 9...

...be achieved from comparable investment avenues. Therefore, some genuine buying interest might emerge in the counter if the SIB priceline goes down further.

Arranged by Investar -- The Aarthik News & Research Syndicate

19981219

13/K/18 (Item 1 from file: 635)

Business Dateline(R)

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Publication Date: 981221

Text:

...to submit a purchase offer at a certain price, which sellers can accept, reject or counter.

Priceline isn't the only Internet firm benefiting from the broader scope of patents. In the...

13/K/19 (Item 1 from file: 471)

New York Times Fulltext

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...who then have the option of either fulfilling or rejecting the bids, or making a counteroffer. Priceline then completes the transaction.

For example, a buyer might wish to buy two airplane tickets...

13/K/20 (Item 1 from file: 47)  
 Gale Group Magazine DB(TM)  
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...your interest rate and terms. In practice, however, you're more likely to get a counteroffer from one of up to four lenders who review your bid (and your credit scores). You can choose whether to accept the counteroffer, but the rate is not guaranteed until you lock in later.

A lender who accepts...

...too high? Mitchell York, president of LendingTree Inc., the company that handles mortgage auctions for Priceline.com, says that borrowers who bid too high have actually been countered with lower deals. "If they qualify for 7%, they're going to get 7%," he...

19990501

? Logoff Hold

#### Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Rob Pond				51	264751
Date		Time		SessionID		Subsession		Subaccount			
02/14/2009		18:36:38		216		3					
Data Base	Hours	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
15	0.0307	2.56	0.00	3.36	0.00	0.00	0.00	0.00	0.00	5.92	
9	0.0252	2.13	0.00	1.40	0.00	0.00	0.00	0.00	0.00	3.53	
610	0.0317	1.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17	
810	0.0115	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	



756	0.0033	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
757	0.0098	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
47	0.0238	1.96	0.00	0.44	0.00	0.00	0.00	0.00	0.00	2.40
Sub Totals	1.1615	\$80.18	\$0.00	\$9.96	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$90.14
Session Totals	1.1818	\$80.50		Telecom	\$18.58					\$109.04

Holding session beginning: 2/14/09 6:36:43 PM

Just enter a command to reestablish your session

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? d s

Set Items Description

S1 67042274 S PD<19991004

S2 602997 S S1 AND (AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

S3 21933 S S1 AND ((AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) (5N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

S4 86495 S S1 AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

S5 42 S S1 AND (AUCTION??? OR BIDDING) AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (THIRD(W) (PARTY OR PARTIES)))

S6 34 RD (unique items)

S7 473 S S1 AND (NEXTAG OR NEXTAG(W)COM OR PRICELINE OR PRICELINE(W)COM) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S8 25 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S9 13 RD (unique items)

S10 48 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S11 30 RD (unique items)

S12 27 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER???)

S13 20 RD (unique items)

? t s13/free/1

>>>W: "FREE" is not a valid format name in file(s): 347-349

13/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01869182 05-20174

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

A year later, Priceline.com auto service still in 1st gear

Word Count: 420 Length: 1 Pages

Aug 2, 1999

Company Names:

Priceline

Geographic Names: US

Descriptors: Marketing agreements; Web sites; Automobile dealers; Electronic commerce

Classification Codes: 9190 (CN=United States); 7000 (CN=Marketing); 5250 (CN=Telecommunications systems); 8390 (CN=Retailing industry)

? Logoff Hold

#### Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Rob Pond				51	264751
Date		Time		SessionID		Subsession		Subaccount			
02/14/2009		18:56:40		216		3					
Data Base	Hours	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
Parking	0.1683	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
15	0.0310	2.56	0.00	3.36	0.00	0.00	0.00	0.00	0.00	5.92	
9	0.0255	2.13	0.00	1.40	0.00	0.00	0.00	0.00	0.00	3.53	
610	0.0320	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.21	
810	0.0117	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	
275	0.0158	1.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.28	
624	0.0140	1.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	





47	0.0242	2.04	0.00	0.44	0.00	0.00	0.00	0.00	0.00	2.48
Sub Totals	1.3435	\$81.35	\$0.00	\$9.96	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$91.31
Session Totals	1.3643	\$81.68		Telecom	\$21.49					\$113.12

Holding session beginning: 2/14/09 6:56:44 PM

Just enter a command to reestablish your session

? d s

Set Items Description

S1 67042274 S PD<19991004

S2 602997 S S1 AND (AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS)

S3 21933 S S1 AND ((AUCTION??? OR BID OR BIDDER OR BIDDERS OR BIDDING OR DEAL OR NEGOTIAT????) (5N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

S4 86495 S S1 AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (PURCHAS??? OR TRANSACTION?? OR DEAL OR DEALS OR NEGOTIATION OR NEGOTIATIONS OR CLOS??? OR GAP OR SPREAD OR DIFFERENCE OR DIFFERENTIAL OR DIFFERENCES OR SPREADS OR DIFFERENTIALS))

S5 42 S S1 AND (AUCTION??? OR BIDDING) AND ((SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) (5N) (THIRD(W) (PARTY OR PARTIES)))

S6 34 RD (unique items)

S7 473 S S1 AND (NEXTAG OR NEXTAG(W)COM OR PRICELINE OR PRICELINE(W)COM) AND (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S8 25 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S9 13 RD (unique items)

S10 48 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???)

S11 30 RD (unique items)

S12 27 S S1 AND ((PRICELINE OR PRICELINE(W)COM) (10N) (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER??? OR SUBSID??? OR SUBSIDI???? OR SUBSIDIZATION OR

SUBSIDIZATIONS OR SUBSIDISATION OR SUBSIDISATIONS OR SUPPLEMENT???) AND (COUNTEROFFER??? OR COUNTER(W)OFFER??? OR COUNTER???)

S13            20    RD    (unique items)

?   t   s13/7/20

13/7/20 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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05354455    Supplier Number: 54432786 (THIS IS THE FULL TEXT )

Online Lenders: Bidding for You.(Internet bids for mortgages)

Razzi, Elizabeth

Kiplinger's Personal Finance Magazine , 53 , 5 , 56(1)

May , 1999

Text:

\* But you can't compare rates until after you've filled out the application.

Can the same online auction techniques that work for buying Beanie Babies and baseball cards work for the largest financial transaction most people ever make? Maybe--but for now, don't take the "name your price" pitches for online mortgages too literally.

At least two Internet sites promise to put your mortgage application on the block to get you the lowest interest rate. MortgageAuction.com guarantees the lowest rate and backs it up: If you find a better deal elsewhere, MortgageAuction.com promises to pay \$250 toward your closing costs. Unfortunately, you have to complete a lengthy application to get rate quotes.

The site puts your application up for auction, along with your credit scores, for 24 hours. Currently, up to 50 lenders--depending on how many are licensed to do business in your state--can bid on your loan.

MortgageAuction.com reviews the bids and proclaims the one with the lowest annual percentage rate (APR) the winner. Borrower and lender are each notified by e-mail. You won't have any credit-application fees charged to your credit card unless you agree to proceed.

APR, however, is not as useful a gauge for mortgages as it is for other types of credit, mostly because people tend not to keep the loan for the full 30 years on which the APR, which includes points, is figured. If you plan to keep the loan only a couple of years, a low- or no-points loan (with a higher APR than a lower-rate loan with points) could be the cheaper deal.

You take more risk with Priceline.com. The site asks you to name your interest rate and terms. In practice, however, you're more likely to get a counteroffer from one of up to four lenders who review your bid (and your credit scores). You can choose whether to accept the counteroffer, but the rate is not guaranteed until you lock in later.

A lender who accepts your offer through Priceline.com may charge a \$200 application fee to your credit card. You won't be told whether it's refundable until after you are charged. Typically, the fee will be credited toward closing costs if you choose the loan.

What if you bid too high? Mitchell York, president of LendingTree Inc., the company that handles mortgage auctions for Priceline.com, says that borrowers who bid too high have actually been countered with lower deals. "If they qualify for 7%, they're going to get 7%," he says.

GIVE THEM A PASS. One of the biggest drawbacks of the online-mortgage sites is that you have to take them at their word that they can find the lowest rate--at least until after you've applied and allowed them to pull your credit report. Repeated credit inquiries can damage your credit score, although inquiries for mortgages and car loans in the past 30 days don't count against your score. And inquiries clustered within a 14-day period count as only one inquiry.

If you decide to try out an online-mortgage auction, comparison-shop first. Neither site posts daily updates of average mortgage rates, but that information is available from sites such as Homeshark.com, Quicken-mortgage.com and Kiplinger.com.

#### FOOLISH QUOTE

"You should not take us as The Last Word or The Great Authority on this subject. We can, and will, make mistakes.... Accordingly, no assurance is given by the Motley Fool that our information is comprehensive and accurate in its coverage. We emphatically state that it is not."

--From the introduction to the Investment Tax Guide at the Motley Fool Web site ([www.fool.com](http://www.fool.com))

#### TOP-YIELDING MONEY-MARKET MUTUAL FUNDS

Taxable	RECENT 30-DAY YIELD	MIN. INVEST.
1. Strong Investors(*)	5.05%	1,000
2. Putnam(*)	4.83	1,000
2. Wilmington Trust(*)	4.83	10,000
4. Flex-fund(*)	4.79	2,500
5. Fidelity Cash Reserves	4.77	2,500
NATL AVERAGE	4.36%	

Taxable	WEB ADDRESS (WWW.)	TOLL-FREE NUMBER
1. Strong Investors(*)	<a href="http://strongfunds.com">strongfunds.com</a>	800-368-3863
2. Putnam(*)	<a href="http://putnaminv.com">putnaminv.com</a>	800-225-1581
2. Wilmington Trust(*)	-	800-254-3948
4. Flex-fund(*)	<a href="http://fiexfunds.com">fiexfunds.com</a>	800-325-3539
5. Fidelity Cash Reserves	<a href="http://fidelity.com">fidelity.com</a>	800-544-8888
	TAX. EQ. YIELD	

Tax-free	RECENT 30.DAY YIELD	28%/31% BRACKET	MIN. INVEST.
1. Strong	2.69%	3.7%/3.9%	\$2,500
2. Boston 1784	2.62	3.6/3.7	1,000
2. USAA	2.62	3.6/3.7	3,000
2. Vanguard	2.62	3.6/3.7	3,000
5. ABN AMRO(*)	2.58	3.6/3.7	2,000
NATL AVERAGE	2.18%	3.0%/3.2%	

Tax-free	WEB ADDRESS (WWW.)	TOLL-FREE NUMBER
1. Strong	strongfunds.com	800-368-3863
2. Boston 1784	boston1784funds.com	800-252-1784
2. USAA	-	800-531-8448
2. Vanguard	vanguard.com	800-635-6511
5. ABN AMRO(*)	abnamrofunds-usa.com	800-443-4725

(\*) Fund is waiving all or a portion of its expenses. SOURCE: IBC's Money Fund Report, IBC Financial Data Inc., 290 Eliot St., Box 9104, Ashland, MA 01721; 800-343-5413; www.ibcdata.com

#### TOP-YIELDING CERTIFICATES OF DEPOSIT

	RECENT ANN. YIELD	MIN. AMOUNT
6-month		
1. First Georgia Community (Ga.)	5.28%	\$ 500
2. Net. Bank (Ga.)	5.25	2,000
3. Safra National (N.Y.)	5.22	10,000
4. Arkansas National (Ark.)	5.20	10,000
5. Providian National (N.H.)	5.16	10,000
NATL AVERAGE	4.14%	
1-year		
1. Net. Bank (Ga.)	5.35%	\$ 2,000
1. TeleBank (Va.)	5.35	2,500
3. First Georgia Community (Ga.)	5.34	500
4. Safra National (N.Y.)	5.33	20,000
5. Capital One Federal (Va.)	5.32	10,000
NATL AVERAGE	4.33%	
5-year		
1. Capital One Federal (Va.)	5.85%	\$10,000
2. Providian National (N.H.)	5.82	10,000
2. Providian (Utah)	5.82	10,000
4. M&T (N.Y.)	5.80	5,000
5. Key Bank USA (N.Y.)	5.76	5,000
NATL AVERAGE	4.52%	

6-month	WEB ADDRESS (WWW.)	TOLL-FREE NUMBER
---------	--------------------	---------------------

1. First Georgia Community (Ga.)	-	770-504-1090
2. Net. Bank (Ga.)	netbank.com	888-256-6932
3. Safra National (N.Y.)	safrabank.com	800-223-2311
4. Arkansas National (Ark.)	arknatl.com	501-271-2800
5. Providian National (N.H.)	providian.com	800-414-9692

#### 1-year

1. Net. Bank (Ga.)	netbank.com	888-256-6932
1. TeleBank (Va.)	telebankonline.com	800-638-2265
3. First Georgia Community (Ga.)	-	770-504-1090
4. Safra National (N.Y.)	safrabank.com	800-223-2311
5. Capital One Federal (Va.)	capitalone.com	800-564-7426

#### 5-year

1. Capital One Federal (Va.)	capitalone.com	800-564-7426
2. Providian National (N.H.)	providian.com	800-414-9692
2. Providian (Utah)	providian.com	800-414-9693

4. M&T (N.Y.)	mandtbank.com	800-528-6532
5. Key Bank USA (N.Y.)	keybank.com	800-872-5553

((dagger)) Internet only SOURCE: (C) 1999 Bank Rate Monitor, 11811 US Highway 1, N. Palm Beach, FL 33408; 800-327-7717, ext. 290; [www.bankrate.com](http://www.bankrate.com)

#### YIELD BENCHMARKS

	RECENT YIELD	MONTH-AGO YIELD	YEAR-AGO YIELD
Bonds & Treasuries			
U.S. series EE savings bonds	5.06% (*)	5.06% (*)	5.68%
One-year Treasury bills	4.79	4.61	5.38
Five-year Treasury notes	5.19	4.83	5.65
Ten-year Treasury notes	5.28	4.90	5.72

(\*) For bonds purchased after May 1, 1997; 4.47% for bonds purchased earlier. SOURCE FOR TREASURIES: Technical Data

Savings bonds EE savings bonds purchased before May 1, 1997, earn a minimum of 4% or, if held at least five years, a market-based rate. Bonds bought after that earn a market-based rate from date of purchase. For tables that will help you determine the current value of your bonds, write for Form PD 3600 (The Bureau of the Public Debt, Parkersburg, WV 26106).

Treasuries You can purchase Treasury securities from a bank or broker for a fee. If you want to purchase them directly, you can go online at [www.publicdebt.treas.gov](http://www.publicdebt.treas.gov), call 800-943-6864, or contact the nearest Federal Reserve Bank or branch.

Kiplinger.com: For the latest updates on yields and loan rates, visit the Saving & Borrowing section of our Web site.

? t s13/7/19

13/7/19 (Item 1 from file: 471)

New York Times Fulltext

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03814388 NYT Sequence Number: 293113980810 (THIS IS THE FULLTEXT)

Web Concern Gets Patent For Its Model Of Business

PETER H. LEWIS

New York Times , Late Edition - Final ED , Col 05 , p 1

Monday August 10 1998

Correction:

August 12, 1998, Wednesday - An article in Business Day on Monday about a patent awarded for an Internet auction system misidentified the court whose ruling last month helped pave the way for the new patent. It was the United States Court of Appeals for the Federal Circuit, which hears appeals from district courts in patent, trademark and copyright cases, not the United States Court of Appeals for the District of Columbia Circuit.

Text:

A small start-up company in Connecticut has been awarded a broad patent that appears to protect not just the virtual nuts and bolts of its electronic commerce system, but also its entire business model for buying and selling goods and services on the Internet.

The company, Priceline.com L.L.C. of Stamford, best known for allowing consumers to "name your own price" for airline tickets, said it would be issued United States patent No. 5,794,207 tomorrow for both the method and the use of "buyer-driven commerce" from the Patent and Trademark Office. Priceline in effect convinced the Patent Office that it had invented a new way of doing business, one that was fundamentally different from any other form of electronic commerce today.

Priceline's "reverse auction" method is such a narrowly specific approach to on-line business that analysts said few other Internet commerce companies were likely to be significantly restricted by the patent. But the Patent Office's growing willingness to protect an entire Internet business

model -- and not just the technical wrinkles -- could set a precedent with far-reaching implications for electronic commerce.

"Internet-related business patents are extremely important," said Carl Oppedahl, a intellectual property lawyer in Frisco, Colo. He cited the continuing case of E-Data, a New Jersey business that is suing more than a dozen companies over its patent claims to control fundamental aspects of electronic commerce. Depending on the outcome of the E-Data case, Mr. Oppedahl said, "Microsoft levels of money either will or will not change hands, and there are likely to be other Internet-business-method patent lawsuits with similarly high stakes."

Several computer-related business-method patents have been upheld by the courts in the last decade. But the Priceline patent is one of the first awarded since the United States Court of Appeals for the District of Columbia Circuit affirmed last month that a "practical application of a mathematical algorithm, formula or calculation" could be protected.

As such, Priceline's patent could touch off a race to control the underlying framework of electronic commerce.

In the Priceline system, consumers submit a bid, known as a "conditional purchase offer," to buy goods or services -- airline tickets or automobiles, for example -- from unknown sellers at a certain price, and they guarantee the offer with a credit card. Priceline presents the offers to the sellers, who then have the option of either fulfilling or rejecting the bids, or making a counteroffer. Priceline then completes the transaction.

For example, a buyer might wish to buy two airplane tickets from New York to Seattle. He or she would set conditions: the flight must be on a major airline on a certain date, allowing one change of planes if the layover is no more than two hours, and the price per ticket can be no more than \$300. Any airlines that participate in the Priceline system can review the offers, and the first one that responds, meeting all the conditions, gets the sale.

Andrew B. Whinston, director of the Center for Research in Electronic Commerce at the University of Texas at Austin, said that from a traditional economic perspective, the Priceline business model was hardly radical. It seems very similar to the method by which a government agency or a corporation puts out specifications and conditional purchase orders to multiple contractors or vendors, he said.

Besides Priceline's use of cryptography and other networking technologies, what appears to be new and original, said Mr. Whinston, who holds professorships in both economics and computer science, is that by using computers and the Internet, the company is able to bring this method of buyer-driven commerce to consumers.

"Because it has one buyer and multiple sellers, it is a mirror image of Internet auction companies like Onsale.com, in which you have one seller and multiple buyers," he said.

Priceline officials said that the patent would also cover the "apparatus" the company developed to authenticate customers' identities and verify their ability to pay, to protect the anonymity and privacy of both buyer and seller, to enable sellers to browse the list of offers, and to complete the pact electronically.

Although Priceline does almost all its business on the World Wide Web, company officials noted that its buyer-driven method could also be carried



out through electronic mail, voice mail or fax.

Jay Walker, Priceline's chairman and chief executive, said that the business model for buyer-driven commerce on the Internet was developed over the course of several years by researchers at Walker Digital, an unusual company he formed several years ago as a combination research center, invention factory and patent law office. The patent, Mr. Walker said, was among nearly 200 that his company had filed in the last three years, including some that seek protection for new electronic business methods as well as for the technical systems that make them possible.

Walker Digital sold the rights to the buyer-driven system to Priceline.

Priceline said last week that it had received \$20 million in private financing from the venture capital firm General Atlantic Partners. The investors expect revenue from Priceline's business operations, but the real

potential payoff will come from the licensing of its methods to other electronic commerce companies, Mr. Walker said.

"Priceline is really entering into an exciting space, one that I know many other large organizations, notably Microsoft, have also looked at," said Kenneth H. Smith, director of on-line retailing research at Mainspring, a Boston-based consulting company. "My assumption is they will be challenged on this patent."

Mr. Smith and other analysts noted, however, that the Priceline model was very likely to appeal to a relatively small niche of buyers who know the exact specifications and reasonable prices for the product or service they want.

Travelers must be willing to fly at unpopular times, for example, and give up their choice of airline and perks like frequent-flier miles.

Priceline asserts that it has sold 40,000 airline tickets to leisure travelers in its three months of operation, despite the fact that only a handful of domestic airlines now participate in the system. Even so, the airline industry reports that the average number of seats that fly away empty every day is about 500,000. Mr. Walker said that there was untapped demand for those seats at the right price.

The company recently broadened its offerings to include new cars, but the participating car dealers are limited for now to the New York area.

Mr. Walker said Priceline would soon expand its on-line products to include hotel rooms, automobile financing, credit cards, personal computers, home mortgages, life insurance, rental cars, cruise ship vacations and other services.

James McQuivey, who analyses on-line retail strategies for Forrester Research in Cambridge, Mass., described Priceline's broad strategy as "brilliant" but said that its success would depend on the selection of goods that are offered. "There's really no incentive for the airlines to play," he said, because all the seats are managed by relatively few sellers. "In the car business, though, power is diffused through more than 20,000 dealers."

Mr. Smith of Mainspring was also sanguine about Priceline's patent. "I think they have a real chance," he said. "More so than in any other industry, the Internet allows a new and interesting business a chance to deliver value into the marketplace. At the same time, it can quickly deliver the message from the market if the value proposition is either not

wanted or not needed.

"In other words, you get a chance, but you find out very quickly if you're going to be a failure."

Captions: Photo: Jay Walker, chairman of Priceline, which is based in Stamford, Conn. (George Ruhe for The New York Times)(pg. D5)

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? t s9/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

9/8/1 (Item 1 from file: 15)

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01872500 05-23492

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

The hype is big, really big, at Priceline

Word Count: 3750 Length: 6 Pages

Sep 6, 1999

Company Names:

Priceline.com

Geographic Names: US

Descriptors: Internet; Case studies; Going public; Stock prices; Financial performance; Problems; Electronic commerce; Air fares

Classification Codes: 9190 (CN=United States); 9110 (CN=Company specific); 8330 (CN=Broadcasting & telecommunications); 3400 (CN=Investment analysis); 5250 (CN=Telecommunications systems)

9/8/2 (Item 1 from file: 9)

Business & Industry(R)

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01933143 Supplier Number: 25420194 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

September 03, 1999

Word Count: 405

Company Names: ALLIANCE CAPITAL PARTNERS; PRICELINE COM INC

Industry Names: Banking; Financial services; Information industry; Online services

Product Names: Mortgage bankers and brokers (616000); On-line service providers (737500)

Concept Terms: All company; All product and service information; E-Commerce; Joint venture ; Product development

Geographic Names: North America (NOAX); United States (USA)

9/8/3 (Item 1 from file: 610)

Business Wire

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00081301 19990727208B1519 (USE FORMAT 7 FOR FULLTEXT)

(AN) Priceline.com And AutoNation, Inc. Partner On 'Name-Your-Own-Price' New Vehicle Service

Tuesday , July 27, 1999 16:32 EDT

Word Count: 747

Company Names: autonation inc; FORT LAUDERDALE INC; FORT LAUDERDALE LTD; AUTO NATION;  
ALAMO RENT A CAR; SECURITIES AND EXCHANGE COMMISSION

Geographic Names: FLORIDA; USA; AMERICAS; NORTH AMERICA

Product Names: AUTOMOTIVE INDUSTRY; CARS; MANAGEMENT CHANGES; MOTOR DEALERS;  
PASSENGER TRANSPORT; TRAVEL AND TOURISM; VEHICLE HIRE; COMPANY PROFILES;  
CORPORATE; RETAILING AND DISTRIBUTION; TRANSPORT; HIRE AND LEASING

Event Names: COMPANY PROFILES

9/8/4 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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02180023 Supplier Number: 55838116 (USE FORMAT 7 FOR FULLTEXT)

prcnetcare.com Selected To Provide Live Internet Customer Care For priceline.com Website.

Sept 23 , 1999

Word Count: 743

Publisher Name: PR Newswire Association, Inc.

Company Names: \*Precision Response Corp.; Priceline.com Inc.

Event Names: \*380 (Strategic alliances )

Product Names: \*4811520 (Online Services)

Industry Names: BUS (Business, General); BUSN (Any type of business )

SIC Codes: 4822 (Telegraph & other communications )

NAICS Codes: 514191 (On-Line Information Services )

Ticker Symbols: PCLN

9/8/5 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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01848127 Supplier Number: 54382093 (USE FORMAT 7 FOR FULLTEXT)

Delta Air Lines Reports March Quarter Results - Quarterly Earnings Per Share Up 15 Percent, Exceeding  
Analysts' Estimates.

April 15 , 1999

Word Count: 855

Publisher Name: PR Newswire Association, Inc.

Company Names: \*Delta Air Lines Inc.  
Event Names: \*830 (Sales, profits & dividends )  
Geographic Names: \*1USA (United States )  
Product Names: \*4510000 (Scheduled Airlines)  
Industry Names: BUS (Business, General); BUSN (Any type of business )  
SIC Codes: 4510 (Air Transportation, Scheduled, And Air Courier Services )  
NAICS Codes: 4811 (Scheduled Air Transportation )  
Ticker Symbols: DAL

9/8/6 (Item 1 from file: 16)  
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06610785 Supplier Number: 55656262 (USE FORMAT 7 FOR FULLTEXT)

Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture.  
Sept 3 , 1999  
Word Count: 435  
Publisher Name: American Banker-Bond Buyer  
Company Names: \*Alliance Capital Partners; Priceline.com Inc.  
Event Names: \*480 (Use of services); 613 (New orders received )  
Geographic Names: \*1USA (United States )  
Product Names: \*4811520 (Online Services); 6160000 (Mortgage Bankers & Brokers)  
Industry Names: BANK (Banking, Finance and Accounting); BUSN (Any type of business )  
NAICS Codes: 514191 (On-Line Information Services); 52231 (Mortgage and Nonmortgage Loan Brokers )  
Special Features: INDUSTRY; COMPANY

9/8/7 (Item 1 from file: 20)  
Dialog Global Reporter  
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07011633 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Fla. Home Lender Alliance Joins Priceline As Partner in On-Line Bidding Venture

Section Title: Mortgages  
September 03, 1999  
Word Count: 424  
Company Names: Priceline.com Inc  
Descriptors: Mortgages&Mortgage Rates; General News; Joint Ventures; Strategy; Company News  
Country Names/Codes: United States of America (US )  
Regions: Americas; North America; Pacific Rim  
Province/State: Florida  
SIC Codes/Descriptions: 7375 (Information Retrieval Services); 6162 (Mortgage Bankers & Correspondents)

9/8/8 (Item 2 from file: 20)  
Dialog Global Reporter

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06754648

How net companies hit the ground flaw

August 18, 1999

Word Count: 168

Company Names: CS First Boston Inc; AT&T Corp; Cox Communications Inc; America Online Inc; eBay Inc; Yahoo! Inc

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

9/8/9 (Item 3 from file: 20)

Dialog Global Reporter

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04815937 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Priceline.com Makes Its Spectacular Stock Market Debut

March 31, 1999

Word Count: 406

Descriptors: Placings; Share Issues; Company News

Country Names/Codes: United States of America (US )

Regions: Americas; North America; Pacific Rim

SIC Codes/Descriptions: 6211 (Security Brokers & Dealers); 7375 (Information Retrieval Services)

9/8/10 (Item 1 from file: 635)

Business Dateline(R)

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1074037 00-41397

Finding bargains with the click of a mouse

Publication Date: 990500

Word Count: 1,702

Dateline: MA, US, New England

Company Names: Priceline-com, Stamford, CT, US, SIC:7375,

Classification Codes: 8302 (Software and computer services); 7300 (Sales & selling)

Descriptors: Electronic commerce; Online sales; Ticket sales; Air fares

Special Feature: Photo

9/8/11 (Item 1 from file: 638)

Newsday/New York Newsday

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10012056

Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Tuesday January 12, 1999

Word Count: 362

Descriptors: PRICELINECOM INC; INTERNET; COMPUTER; AIRLINE; TICKET

9/8/12 (Item 1 from file: 703)

USA Today

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08661456

Hot bidding expected for Priceline.com

MONDAY March 29, 1999

Word Count: 412

Descriptors: INTERNET; IPO

9/8/13 (Item 1 from file: 704)

(Portland)The Oregonian

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10012082

PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Tuesday, January 12, 1999

Word Count: 816

? t s9/k/all

9/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...on the open market at published fares—just like an old-fashioned travel agency—and subsidize thousands of bids. During its first several months, Priceline lost about \$30 on each ticket it sold. By late summer, Priceline was running out...customers agree to sign up for a card

or service in return for a small supplement on their bid.)  
Priceline is also preparing a nationwide rollout of its car-buying service, previously limited to New...

9/K/2 (Item 1 from file: 9)

Business & Industry(R)

(c) 2009 Gale/Cengage. All rights reserved.(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

9/K/3 (Item 1 from file: 610)

Business Wire

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Text:

...the sale.

All AutoNation franchises in the Tampa/St. Petersburg area are participating in the priceline.com new vehicle service. The program supplements AutoNation's existing Internet vehicle sales tools. In addition, all other factory-authorized new vehicle...

9/K/4 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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Supplier Number: (USE FORMAT 7 FOR FULLTEXT)

Text:

...large corporations and high-growth Internet-focused companies, today announced that its prcnetcare.com(SM) subsidiary will provide real-time live customer support to visitors of priceline.com 's WebHouse Club. Priceline WebHouse Club, Inc., an affiliate of priceline.com, Inc. (Nasdaq: PCLN...  
19990923

9/K/5 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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-

...to earnings in the first year. Delta plans to operate ASA as a wholly-owned subsidiary.

Leveraging New Channels of Distribution With Priceline.  
com

In response to a growing demand among a large segment of consumers to conduct business...

19990415

9/K/6 (Item 1 from file: 16)

Gale Group PROMT(R)

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-

...mortgages, refinancing, and home equity loans.

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

9/K/7 (Item 1 from file: 20)



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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Ben Ness, senior vice president of financial services at Priceline, said the Alliance Capital subsidiary, Alliance Mortgage, was chosen for the deal because it was not trying to build its...

...wanted someone filling the demand we create."

Mr. Ness added that by teaming with the subsidiary of a thrift Priceline is automatically licensed to operate in all 50 states.

Patrick McEnerney, executive vice president of...

19990903

9/K/8 (Item 2 from file: 20)  
Dialog Global Reporter  
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-

...paying fees to the firm. Profits are being put after gaining customers in importance, with Priceline.com using money raised in its sharemarket listing to subsidise cheap airfares sold on its web site. Valuations are also guesswork, with America Online having...

19990818

9/K/9 (Item 3 from file: 20)  
Dialog Global Reporter  
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the price difference when it partners with credit card companies, for example, which will give Priceline.com a fee if it gets new customers to sign up.

Subsidizing in this format is one of the few gimmicks that Priceline.com has, given that there are no fixed prices, said James McQuivey, a retail analyst at...

19990331

9/K/10 (Item 1 from file: 635)

Business Dateline(R)

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Publication Date: 990500

Text:

...airline ticket in hopes of racking up considerable savings off the listed fares.

Last fall, Priceline supplemented its business by offering a similar procedure for hotel rooms; the company recently began offering...

9/K/11 (Item 1 from file: 638)

Newsday/New York Newsday

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Boosting Bargains At Priceline.com / Auction site quietly subsidizes airlines offers

Text:

...money to boost offers that come in too low.

It's not corporate charity. The subsidies represent Priceline.com's bid to boost its novel brand of online commerce, which lets travelers offer whatever...

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale - if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...on subsidizing airline ticket sales can be viewed as the cost of acquiring new customers.

Priceline.com didn't disclose just how much it's spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

9/K/12 (Item 1 from file: 703)

USA Today

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-

...net losses of \$116.9 million from its founding in July 1997 to December 1998.

Priceline sometimes contributes its cash to supplement a customer's bid if an offer doesn't meet an airline's minimum price...

990329

9/K/13 (Item 1 from file: 704)

(Portland)The Oregonian

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## PRICELINE.COM SUBSIDIZES ITS TICKET SALES

Text:

...in too low.

But the online sales site insists it's not corporate charity. The subsidies represent Priceline.com's bid to boost its

novel brand of online commerce, which lets travelers offer whatever...

...That's how the supplementation came to light.

Documents filed for the stock sale show Priceline.com sometimes supplements a customer's bid with its own cash to make the sale if an offer...

...that's a smart way to hook customers or a formula for financial disaster.

"If Priceline.com is taking the position (that) 'I have to subsidize the difference to drive traffic to my site,' they are going out of business," said...

...com can decide whether to fill from an inventory of tickets made available by airlines.

Subsidy not disclosed Priceline.com didn't disclose just how much it has spent subsidizing tickets. Until now, though, the company has been paying more for airline tickets than it...

990112

? ts9/7/1

9/7/1 (Item 1 from file: 15)

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01872500 05-23492

\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\*

The hype is big, really big, at Priceline

Abstract:

For more than a year, Star Trek's William Shatner has been telling radio audiences that Priceline.com is going to be big, really big. This claim is modest compared to those being made by Jay Walker, founder of Priceline. According to Walker, Priceline will reinvent the environmental DNA of global business. After just 16 months in business, Priceline is a sensation, at least by the yardsticks of the Internet age. It is built

around an idea - buyer-driven commerce - that has been widely portrayed as the kind of paradigm-bending innovation that can happen only on the Net. Revenues have been growing at a triple-digit pace, and despite the recent Net-stock correction, the company's market cap is still more than \$10 billion - bigger than any US airline. Priceline's March 30 IPO still stands as the most eye-popping NET IPO of 1999. It is noted, however, that Priceline customers and shareholders could benefit from a healthy dose of skepticism.

Text:

Headnote:

Before you buy the idea that Priceline is a Net breakthrough and Jay Walker is a new Edison, see how he and his company really work.

(Photograph Omitted)

Captioned as: VISIONARY Walker says Priceline will transform commerce.

FOR MORE THAN A YEAR NOW, STAR Trek's William Shatner has been beamed down over America's radio airwaves, proclaiming that Priceline.com is going to be "big-really big." If that sounds boastful, well, it's sheer modesty compared with the way Jay Walker, Priceline's 43-yearold founder, describes his company in person. Priceline, he says, "will reinvent the environmental DNA" of global business. In creating it, Walker declares, he tore a page out of the "Lewis and Clark story" and produced "a totally different form of energy."

And you thought Priceline just sold cheap airline tickets.

For Walker and his company, these are heady times. After just 16 months in business, Priceline is a sensation, at least by the yardsticks of the Internet age. It's built around an idea-Walker calls it buyerdriven commerce-that has been widely portrayed as the kind of paradigm-bending innovation that can happen only on the Net. Reported revenues have been growing at a triple-digit pace (although, as with other Internet startups, Priceline's bottom line shows nothing but losses-\$157 million at last count). And despite the recent Netstock correction, the Stamford, Conn., company's market cap is still more than \$10 billion--bigger than that of any U.S. airline.

All this has brought Walker riches (his stake in the business is worth about \$4.7 billion) and personal acclaim. Though at least decade older than

the typical Gen X Internet tycoon, Walker has become a guru of the Digital Age. Forbes magazine went so far as to pose Walker on its cover with a light bulb and anoint him the "New Age Edison."

Walker, characteristically, seems comfortable with the comparison. Buyer-driven commerce-where customers can "name their price" for airline tickets, hotel rooms, or other goods-is "absolutely revolutionary," he says. It will "restructure the P&L of the airline industry," for starters, and ultimately transform transactions worldwide in travel, retail goods, telecommunications, and financial services. "A significant amount of the global economy will be priced this way," he promises. Or maybe not. The clear-eyed truth is that buyer-driven commerce has so far proven to be more a marketing gimmick than the centerpiece of a revolution. As a business model, it remains unproven in the travel industry, much less the half-dozen other industries Priceline plans to enter. As for the company's prospects, Priceline hasn't a penny of profit anywhere in sight, and it faces competition at every turn from, among others, its own suppliers. There's even a dispute as to whether Walker invented his patented form of commerce or simply recast another firm's earlier concept.

In the brave new world of the Internet, rhetoric-like stock valuations-has a tendency to get inflated. It's not unusual to find a considerable chasm between hype and reality, between promise and results. But even in this murky realm, no company raises more questions than Priceline. What follows is a skeptic's guide. You might even call it "Everything You Always Wanted to Know About Priceline (But Were Making Too Much Money to Ask)."

A FAST-TALKING, GESTICULATING native New Yorker, Jay Walker has followed a roundabout route to his new role as Internet visionary. During the past 20 years he has launched more than a dozen companies, usually based on some kind of low-tech, cross-marketing scheme. He has tried to sell mail-order catalogs in bookstores and ad space in catalogs. He has used catalogs to distribute coupons for discount airfares. He has developed programs to use airline frequent-flier miles to sell magazine subscriptions. His ideas ranged mostly from outright failures to modest successes, although one using credit cards to renew magazine subscriptions automatically-eventually turned into a solidly profitable business.

(Photograph Omitted)

Captioned as: MANAGER Braddock joined Priceline as CEO in return for 10% of the stock.

In important respects Priceline is like most of Walker's earlier creations. For all the consumer empowerment implied in its "name your price" format, Priceline is really about solving a vendor's problem: in this case, how to make money from the 500,000 airline seats that go unsold daily. Most businesses with excess merchandise cut prices over time. But airlines can't because they depend heavily on socking it to last-minute business travelers. Besides, many of those empty seats are on early or late flights, when no one wants to fly.

In pitching his "name your own price" model to airlines beginning in 1997, Walker argued that his novel format could fill those unattractive seats with price-conscious leisure travelers. To assure the airlines that Priceline wouldn't poach their full-fare business travelers, Walker agreed

to impose draconian restrictions on whatever discount tickets the airlines made available to him. For example, customers submitting bids must guarantee their offer up-front with a credit card. They have to agree to accept a departure anytime between 6 A.M. and 10 P.M. They can't specify an airline. They can't get frequent-flier miles, switch flights, or get refunds. And in most cases they have to change planes or make at least one stop. In short, the airlines could put the warm bodies wherever they needed them. Says Walker: "We called it consumer freight, because the consumer is behaving like freight."

While private investor groups were sold enough to pitch in some \$50 million in equity capital, the airlines were less enthusiastic. As Priceline's April 1998 launch date approached, only two of the smaller "major" domestic carriers, TWA and America West, had signed on. Walker knew that he'd have no way to fill much demand from such skimpy inventory. Gambling, he decided to launch anyway.

(Chart Omitted)

Captioned as: THE FASTER THEY RISE...

The key to luring consumers was a \$15 million radio blitz featuring Star Trek star William Shatner. Walker wangled his first meeting with the actor (in the bar at Manhattan's St. Regis Hotel) after offering to pay him for his time. Once recruited, Shatner agreed to take his \$500,000 fee mostly in stock—100,000 shares, now worth about \$7.5 million. ("Wasn't that a good move," chortles the actor.) In April, Priceline opened for business, with Shatner reading scripts Walker had written himself, urging consumers to "name your own price" for airline tickets.

When more than a million customers tried to do just that, of course, the vast majority got nowhere. During 1998 just 7% of Priceline bidders—one in 14—got tickets. To satisfy even that sliver of its client base, the company had to buy some tickets on the open market at published fares—just like an old-fashioned travel agency—and subsidize thousands of bids. During its first several months, Priceline lost about \$30 on each ticket it sold. By late summer, Priceline was running out of cash, and Walker's gamble looked like a disaster.

Then Walker's luck began to turn. In August he hired onetime Citicorp president Richard Braddock as chairman and CEO. The price was steep—10% of Priceline's stock, now worth about \$1 billion—but it brought Priceline valuable credibility. (This June Braddock was joined by Dan Schulman, who had managed AT&T's \$22 billion consumer-markets division, as president and COO.) Taking himself out of direct management responsibility, Walker assumed the title of vice chairman.

Even more important, days later Walker finally enlisted a big carrier, Delta. Again, it took a sweetheart deal. In return for providing Walker with discounted tickets, Delta got the right to veto new participants in Priceline; to block competitors from providing tickets on certain routes; and to keep a piece of any gross profits over 12% on the Delta seats.

Indeed, the deal gives Delta so much control that Priceline, in SEC documents, disclosed it might even run afoul of government antitrust regulations. Most valuable of all, Delta received warrants for 18.6 million shares-about 12% of Priceline-at 93 cents each. The warrants, which Delta is now free to exercise, are worth almost \$1.4 billion. Delta recently unloaded 1.5 million shares, netting more than \$100 million.

But Priceline got plenty out of the deal as well. With Delta onboard, Northwest soon followed, and Continental signed on this July. (Both have received warrants for smaller blocks of stock.) The Delta breakthrough also helped attract another \$55 million in private capital from, among others, financier George Soros and Microsoft co-founder Paul Allen. (Priceline's board now includes former FORTUNE managing editor Marshall Loeb and N.J. Nicholas Jr., former co-CEO of Time Warner, FORTUNE's parent.)

All that, in turn, set the stage for the real bonanza: Priceline's IPO. Walker persuaded Morgan Stanley to take the company public, assuring the support of Mary Meeker, its religiously followed Internet analyst. The March 30 offering still stands as the most eye-popping Net IPO of 1999: Opening at \$16 a share, Priceline stock stood at \$69 by the closing bell-and hit \$162 a month later. Walker's moneylosing startup had been transformed overnight into a billion-dollar market phenomenon-and its founder was reborn as an Internet icon. In a rare understatement, Walker concludes: "It's an example of the power of promotion."

IF PRICELINE'S BLOCKBUSTER LAUNCH proves the power of promotion, the "name your own price" pitch is all about the power of suggestion. It's a seductive appeal, one that hints at both consumer empowerment and great prices. The company labors to maintain the mystique. Its Website speaks of how Priceline will "take your offer to our participating airlines," as if there were a clerk in a basement room at Delta saying yea or nay as each bid arrives. In the same vein, Walker insists, "The pricing is not us. The consumer prices at Priceline."

Well, not exactly. Here's how it really works: Priceline negotiates with participating carriers for access to unsold seats at special prices. Those prices, which the airlines may revise as often as several times a day, are entered into Priceline's private computer database before any bid arrives. When one does come in, computers check whether a match is available; the bidder is then notified by e-mail. In other words, a bid is filled only if it meets (or exceeds) a price previously named by one of Priceline's airlines. Sure, consumers can "name" prices at Priceline, but it remains the airlines that set them. Indeed, because Priceline keeps the prices of its available tickets secret, the company offers consumers what is truly a revolutionary opportunity: the chance to pay more than the asking price.

In truth, Priceline acquires its inventory much like the dozens of industry consolidators, who also negotiate private, discounted deals for airlines' hard-to-sell seats. And it's not at all clear that Priceline's deals are



any better.

CEO Mike Hartley of the consolidator CheapTickets Inc., which has its own Website, says most of his fares for last-minute travelers are 5% to 10% off the price the airlines had previously charged for 21-day advance purchases. "The carriers are pretty open about what they're giving Priceline and what they're giving us," he says. "And it's the same deal." Tom Parsons, a much-quoted expert on airfares who operates his own travel club, called BestFares.com, agrees that consolidators and airline fare sales offer comparable prices. And unlike Priceline customers, a consolidator's clients

may select their airline, routing, and time of departure, as well as collect frequent-flier miles.

On the issue of price, Priceline itself offers a fair bit of doublespeak, perhaps out of fear of angering the airlines. "It's never that we've got the best price," says Walker. "It's that it's your price." Walker says that customers should shop around and grab a "reasonable" published fare if they find one—but come to Priceline if they don't. He says Priceline often can't beat airline sales.

At the same time, Priceline vigorously insists that for last-minute travelers its tickets are often cheaper than those available elsewhere. It says an internally generated study shows savings of up to 44% over consolidators. Walker bristles at any comparison between his company and ordinary consolidators. "I'm selling a different product," he says. "We are quantum mechanics. They are Newtonian physics."

Be that as it may, an informal FORTUNE e-mail survey of travelers who bought tickets through Priceline found nothing revolutionary about Priceline's deals. According to Parsons, four of the seven customers could have paid less (in one case, \$127 a ticket less) by using consolidators instead. Most of the Priceline clients nonetheless came away pleased with their perceived savings. Yet several—especially those who needed to call customer service—found the experience frustrating. One dubbed the service "Priceline.scam."

LIKE ITS TICKET CUSTOMERS, PRICELINE shareholders might also benefit from a healthy skepticism.

Let's start with the company's top line. It's true that reported revenues are booming at Priceline. In the most recent quarter, sales doubled to \$111.6 million. Yet there is less here than meets the eye. Priceline actually books as revenues what bigger Net competitors like Travelocity call "bookings" or "gross sales": the full price customers pay for airline tickets and hotel rooms. Priceline gets to keep only a fraction of that—namely, the tiny spread, if any, between the accepted bid amount and the price it paid for the merchandise. (Priceline explains that it books revenue this way because it serves as the "merchant of record" for airline and hotel transactions.) In the second quarter, this spread-plus fees from

fledgling auto-sales and home-loan services and a Website credit-card solicitation-produced a "gross profit" of just \$10.5 million. Of course, that's before the company's other costs, all of which netted out to a quarterly loss of \$14.3 million.

(Photograph Omitted)

Captioned as: SKEPTIC Parsons says consolidators often have better prices than Priceline.

(Photograph Omitted)

Captioned as: LITIGANTS Perell (left) and Martinez say Walker stole their idea.

Moreover, on close inspection, even the sharp sales growth looks far less impressive. Priceline sold 440,000 tickets and doubled revenues last quarter by filling a much greater percentage of bids (more on that in a moment), but the total number of offers for airline tickets actually grew by only about a third.

Indeed, while the founder boasts about Priceline's cosmic future, his senior managers are acting like men with serious concerns in the here and now. Both Braddock and Schulman say the company needs to make a lot of big moves fast and even fundamentally shift its business model. They're focusing first on Priceline's treatment of customers-Walker's "consumer freight." "You tell me a business that can satisfy 7% of its customers and live," says Braddock, citing the company's "fill" rate for 1998. That figure is now up to 24% of all offers and 42% of what the company calls "reasonable" offers (no more than 30% below the lowest published advance fare). Braddock says Priceline needs to satisfy at least half the "reasonable" bids. To that end, he has established a special phone bank to call customers whose bids fell just short and allow them to take another crack at it.

Both men believe Priceline needs to establish a new, broader brand identity that stands for something more than price. Schulman envisions a new marketing campaign-one produced professionally, not by Walker. It may not include Shatner. "To me," says Schulman, "a celebrity spokesman is one of the last things you do."

Both managers and founder agree that Priceline has to break its dependence on the travel business, now about 92% of revenues. In travel, Priceline faces not only gossamer-thin margins but scores of current and potential competitors-especially the airlines. If the carriers conclude they can selectively discount tickets themselves without cannibalizing revenues, they will cut Priceline off in a nanosecond. Indeed, carriers already widely offer special "Websaver" deals and last-minute discounts by e-mail. In a recent SEC filing, Priceline acknowledged that unless it expands its product line dramatically, it is "unlikely" to make "significant profits."

So the company is targeting multiple fronts. "Adaptive marketing" deals are in place or in the works with credit card issuers First USA and Discover,

long-distance carrier Sprint, Internet provider EarthLink, and Net broker E\*Trade. (In these arrangements, Priceline gets fees when its airline customers agree to sign up for a card or service in return for a small

supplement on their bid.) Priceline is also preparing a nationwide rollout of its car-buying service, previously limited to New York; considering investing in an S&L to establish "priceline.mortgage" (it now markets another Website's homeloan service with the veneer of a name-your-price pitch); and may license new services where consumers can name a price for products sold by retailers or other consumers. Walker wants to get into business-to-business sales and telecommunications-and take everything Priceline does abroad.

Whether all this will make Priceline's bottom line "big"-much less "really big"-is anyone's guess. But the odds are steep. At its recent share price of \$75, Priceline would have to net more than \$206 million just to trade at a price-earnings multiple of ... 100! Jay Walker's revolution may be upon us, but its payoff in profits still seems light-years away.

NOT SO LONG AGO A NEW BUSINESS first began telling the world about its "new and exciting" travel service: It would allow consumers to submit bids for airline tickets, guaranteed with a credit card. The company would then try to fill the bids on airlines willing to accept discounted fares for seats that would otherwise remain unsold.

The idea had broad application, the inventor explained. It would work for hotel rooms, rental cars, even cruises-any such "perishable" inventory. Its founders boasted in their marketing materials that this revolutionary system was the first ever to let you "name your price" for consumer products and services.

No, this wasn't Priceline-and the inventor wasn't Jay Walker. It was a San Francisco company called Marketel-operating in 1991-and the man behind it was a Dartmouth MBA named Bill Perell. Perell, who had hit upon the bidding idea during a career as a commodities trader, called the travel service "BookIt!" He and his partner, a Berkeley law school graduate named Eric Martinez, had already been working on the project for four years.

But Marketel didn't get far. The Internet wasn't yet an option, so they took bids for airline tickets, their pilot product, by phone and fax. Marketel couldn't raise much capital; the patent office wasn't yet granting protection to business models (as opposed to products); and the airlines weren't particularly cooperative. Seven months after its launch, Marketel folded.

Until this year, that is. In January, after Priceline announced its plans to go public, Perell and Martinez sued in San Francisco federal court, claiming they were the real inventors of "buyer-driven commerce." Walker-who also faces an unrelated administrative challenge to his patent-has dismissed any suggestion that Priceline didn't build its business model from the ground up. "This is an entirely new concept," he

has widely proclaimed.

Walker is apoplectic about the Marketel suit but declines to address details of the matter publicly. "We deny every allegation in the complaint vehemently," he says. Walker's San Francisco attorney, Raoul Kennedy, noting the claim's pre-IPO timing, calls it "Shakedown 101." To win such suits, plaintiffs generally need to prove that they possessed proprietary, nonpublic information or methods that the defendants misappropriated for their own business. But Kennedy points out that Marketel has yet to produce a single document suggesting it possessed any valuable trade secrets, much less that Priceline stole them.

Kennedy acknowledges, however, that Walker had crossed paths with Marketel. But the two sides bitterly dispute whether this has any significance. Government records show that Walker's patent application for buyer-driven commerce (ultimately granted in 1998) explicitly disclosed Marketel as "prior art" closely related technology--and that the submission was rewritten after a patent examiner concluded Marketel's work precluded some of his claims.

What's more, Walker had had direct contact with Marketel through Andre Jaeckle, a Cornell classmate and currently the CFO of CMC, a marketing company Walker founded. (In exchange for loaning Priceline \$1 million during 1998, Jaeckle also received warrants for stock now worth about \$4.7 million.) Jaeckle, it turns out, was a close high-school buddy of Perell's. Perell claims that after signing a nondisclosure agreement, Jaeckle had been given Marketel's confidential private-placement documents and in late 1988 proposed Walker to Perell as a potential investor.

Over the next 18 months, Perell says, he spoke to Walker on the phone more than a dozen times, discussing the proprietary details of the Marketel technology and business plan--including the notion of inviting consumers to "name your price" for unsold airline tickets and hotel rooms. Perell says he also presented the idea to Tim Brier, vice president for marketing

programs and pricing at Continental Airlines, to seek the airline's participation in "BookIt!" Brier, who had known Walker since the mid-1980s, now serves as president of Priceline's travel division and owns company stock worth more than \$225 million.

Marketel's suit names Brier, Jaeckle, and Walker personally as defendants in an alleged scheme to misappropriate its concept. "They milked us," claims Perell. Jaeckle has denied the charges in court papers. Brier said he didn't recall ever hearing from the California company while at Continental, though FORTUNE later obtained a letter he wrote Perell in 1991 stating that "we have reviewed your proposal." (Continental declined to participate.)

In early February, after a failed mediation attempt, the two sides discussed a settlement proposal that, FORTUNE has learned, would have allowed Marketel to purchase 375,000 shares of Priceline stock at the IPO price--shares that would now be worth about \$28 million--and included a cash

payment of \$2.5 million. The settlement plan collapsed, however, and Perell and Martinez say they now expect the case to go to trial. Their revised view of the economic value of their claim against Priceline: about \$1.5 billion. Given how much they have to prove, that's money they're a long way from getting. But Marketel has raised questions about Walker's status as a New Age Edison.

Whether or not Jay Walker really created "buyer-driven commerce," there's no question that he has spun the concept into gold. Even his competitors are grudging admirers. "Jay had a great scheme," says Tom Parsons. "When you think about it, they invested a hundred million dollars to make billions. That's pretty smart."

CheapTickets CEO Hartley agrees. He sells more airline tickets than Priceline and racks up comparable revenues, but his company carries a market cap of just \$900 million. "My hat's off to Jay," says Hartley. "He's created a national brand in a very short period. I think I could've done the same if I spent the money he did on advertising. But then, we've got a policy here at CheapTickets: We need to make money.

"It's really hurt our valuation."

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Elkind, Peter

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